



















# A HISTORY OF THE BARRETT BINDERY CO.

From 1867 to 1955



by

A. M. BARRETT

Addendum by E. H. TED WOLFE





Arthur M. Barrett

HISTORY OF THE BARRETT BINDERY CO.  
BY A. M. BARRETT  
1955

A sketch of The Barrett Bindery Co. will stand out a little more clearly reflected if I include a brief history of the Barrett family.

At what time the first Barrett arrived from England, I have no information. Such matters as are set down below are gleaned from memory of various incidents related by my parents from time to time, from records in the family Bible, and from a few letters found among my father's belongings.

John Barrett, born April 13, 1728, is the earliest ancestor of whom I have any record.

His son, Jaazaniah Barrett, was born January 1, 1752 at Danby, Vermont. He operated a Cording Mill, a Potash Factory and a Tannery. "He and his sons were heavy business men for their day." (Quoted from a letter of one of my first cousins to my Dad.)

George Barrett, born December 6, 1796, the 8th child of Jaaz, was my grandfather - married Mahala Merritt. He moved from Danby to Saratoga, New York; back to Middletown Springs, Vermont, and about 1838 he settled permanently in Spring Valley, Ohio. This date I recall because my father related on one occasion that he was 3 years old at the time and still remembered some incidents of the trip. This seems not surprising because it was long before the advent of the Railroads and such a trek must have been a real adventure.

Grandfather George, apparently, was quite a character, for he opened a general store in Spring Valley, and operated a woolen mill and a flour mill as well.

About 1852 he suffered the loss of his home by fire. Determined that that should be the last time, he rebuilt in concrete. Not of Portland cement, for that was unknown in those days, but of lime mortar, sand and gravel, with stones of various sizes thrown in to save mortar. Having constructed this marvel, he wrote and published a small book, entitled "The Rich Man's Home and the Poor Man's Palace, or the Application of the Gravel Wall Cement to the Purposes of Building." In it he described in detail how the forms were set up, how openings for doors and windows were provided for. It was replete with illustrations and it is amazing how close his methods were to those used in cement construction today. There is a copy of this book in the New York City Public Library and 3 copies are in my possession. The house is still standing and occupied.



I have also 2 copies of another book of Grandfather's, published in 1842, called "The Advent, Ministry and Works of our Lord Jesus Christ, being a Versification of some Portions of the Four Evangelists."

I have a quiet hunch that he paid for the publication, at least of the latter, for it is hard to envision its having become a best seller.

Grandfather was a Quaker of the deep dyed variety. Father told how the family were required to sit thru an hour of silent prayer every Sunday afternoon! Following that he would open the only magazine that came to this Quaker home and would read it aloud to the assembled family.

This family was sizeable. There were 4 sons and 6 daughters, of whom 2 boys and 5 girls grew up to maturity.

In my family the generations stretch out unusually long:

John Barrett	born 1728	My great-great-grandfather
Jaazaniah Barrett	" 1752	My great-grandfather
George Barrett	" 1796	My grandfather
John Reed Barrett	" 1835	My father
Arthur Merritt Barrett	" 1879	Myself
Arthur M. Barrett, Jr.	" 1921	My youngest

Grandfather prospered and raised his large family, but in his later years fell into financial troubles, largely due to his failure to collect money owed him by the farmers and villagers.

His eldest son, Isaac, followed suit - prospered - brought up a large family - died poor.

His eldest son (my eldest 1st cousin) took up the torch, but accomplished only the last of the above 3 steps.

All that remains to remind one of the Barrett family in Spring Valley, Ohio, are the three houses of Grandfather, Uncle and Father. All the Barretts have moved to more fertile fields with varying degrees of success.

In 1863 John R. Barrett married my mother, a girl of Scotch-English ancestry, Mary Saxton Kellogg of Ann Arbor, Michigan. He built him a house in Spring Valley and lived there for some years. Finally he decided that the family interests were not large enough for two families, so he set out to find a large field of operations, for the local people were wandering to Zenia, 7 miles away, to do their shopping.



*Ans. R. Bennett*



So to Zenia he went, only to have the merchants tell him that the Zenia folks were drifting over to Dayton to buy.

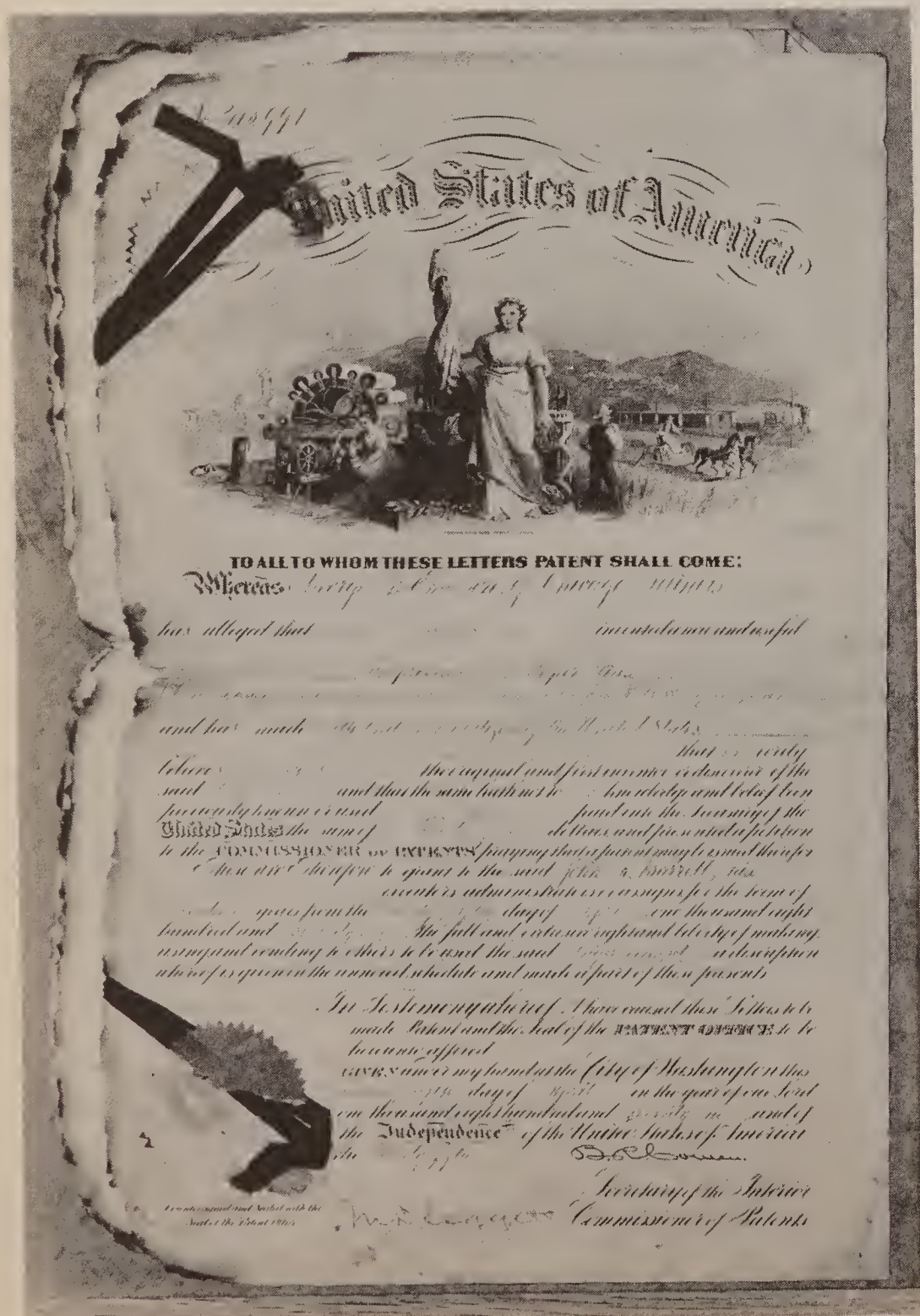
Again, the Dayton storekeepers said their customers were intrigued with the Cincinnati stores.

That was enough for Dad. He decided to set up in Chicago, the largest city of the West.

His choice of occupation followed his love for literature - books. The family raised \$1,000.00 to start him off and he started a tiny bookbindery under the title of John R. Barrett & Co. Although he set up his bindery December 2, 1867, his name does not appear in the City Directory until 1869 and then only in the residence section: "Barrett, Jno. R. (Emerson, Barrett & Co.) res. 25 Sophia St." (I recall that my mother stayed on in Spring Valley with her little boy, George K., for about a year after Dad left. This probably accounts for no listings in the City Director for the year 1868, the earliest it could have shown.)

The 1870 directory shows in the business section: "Jno. R. Barrett & Co., Rm 66, 127 S. Clark St." Evidently Col. Geo. Emerson stayed but a short time, but long enough to contribute the "Emerson Binder" and the "Emerson Clip & File", for many years staple products of the Bindery. (Emerson Binder, Pat. April 25, 1871, #113,991.)

Dad told me one time that he sold the Emerson Binder in the early days thru canvassers. One outlet was for sheet music! It was some time before he woke up to the stationery trade outlets.





The Emerson Clip and File had a good sale for a few years, but the Shannon arch file captured the market quickly. Both of these mechanisms were designed primarily for handling and filing invoices.

Vertical filing was unknown in the 70's.

I remember Colonel Emerson, for, years later, as an elderly man he worked for a while at the Bindery. He once addressed a letter on patent matters to "The Commissioner of Pensions", which amused my Dad greatly. I believe he remained this time only a year or two.

Another short time partner was a man of whom I knew only the name, Clark. Probably stayed only a few months.

The 1871 Directory shows, in the business section: "J. R. Barrett & Co., 129 S. Clark St." Dad was burned out in business 4 times. The change from 127 to 129 S. Clark St. means then that he was burned out at the first address and moved next door.

Here he was again burned out in the Great Chicago Fire. The history of this conflagration has been too well recorded for a place here. Suffice it to say that Dad was one of the few who had the foresight to remove his books of account to his home, enabling him to make collections later. Incidentally, he and my mother moved their household goods into Lincoln Park, piled them into a pyramid, threw wet carpets over the top and thus saved their chattels and had shelter as well.

Today there hangs in The Barrett Bindery Co. office a relic, the metal part of an "Emerson Clip and File", retrieved after the Great Fire by a boy named R. J. Kittredge, who worked in a small machine shop where the metals were assembled. Kittredge later owned and operated for many years a large and profitable label printing establishment. Some 70 years later he presented me with this reminder of early days.

After the Great Fire Dad located at 150 State St. on the 2nd floor of a small building on the west side of the street, 1/2 block south of Madison. Here he stayed, according to the Directories, until 1883, when another fire forced a move to 79-81 Wabash Ave. (see 1884 Directory).

Still another fire (in 1885) caused a move to 12-16 Calhoun Place, an alley between Washington and Madison Sts., and extending from Dearborn to Clark Sts. Calhoun Pl. was commonly called "Gambler's Alley" because of a den of chance located there. Billy Boyle had a famous Chop House in the "Alley."

CATALOGUE  
OF  
**Files, Binders, Etc.**

FROM  
**JNO. R. BARRETT & Co.**



AND  
**BOOK BINDERS,**



150 STATE STREET,  
**CHICAGO.**

Established 1867.

Catalogue for 1871.

It was common in the earlier days of Chicago to put up a building on the front part of the property and another in the rear. Sometimes the floors were the same level, but often not. The two buildings might be connected or entirely separated. It was this latter arrangement which existed at 12-16 Calhoun Place.

(Even today some of these front and rear buildings stand in Chicago - Note the south side of Monroe St. between Dearborn and Clark Sts.)

The earliest recollection I have of the Bindery was a number of trips I took with my Dad on Sunday mornings to the Gambler's Alley location. We would take the Cottage Grove Av. cable car or the Indiana Av. horse car from the family home at 530, later 3230 Calumet Av., for downtown. First a stop at the Post Office for the mail; then we would walk up Clark St. to Calhoun Pl. A 30 inch sidewalk skirted the south side of the Alley and about half way in we would cross over and enter an unlighted entrance to this rear building and climb the stairs to the 3rd or 4th floor, and enter into a small loft that housed "Barrett's Bindery". Everything was dark and dingy, an occasional gas light only slightly relieving the gloom.

Dad, however, had a desk by a window with fair light and there he'd open his mail to glean from it orders from various stationers for the Emerson Binder or the Emerson Clip & File, at that time staple products in the trade; orders for eyelets of which he had a large and varied stock in a small stockroom that had, also, it seemed to me, practically every size bolt, nut, washer and other hardware that anyone could possibly need for repair and upkeep of his machinery.

The work done in this shop in the early days was largely job binding of magazines, books, checkbooks, miscellaneous covers and pamphlet binding, folding, paging, etc.

In 1890, The Chicago Title & Trust Co. built on the Calhoun Pl. address, the building long occupied by them - present number 60 W. Washington St., forcing the Bindery to another move. This time, to 148-150-152-154 (old numbers) Monroe St. This was a better setup. The entrance was on Monroe St. A wide hall took one to the center of the building and an elevator (combination freight and passenger) served front and rear lofts. Rand-McNally had their plant there. Hollister Bros. was in the front section of the 4th floor and "Barrett's Bindery" in the rear. This loft was the best of any the business had occupied up to that time.





Dearborn and Randolph Streets in 1907.



I remember vividly a big six footer named Ripley who was bookkeeper, cashier and general handy man there. He worked at an old fashioned high desk and seemed quite capable. He was English, unmarried, and had been a deep sea sailor in his early days. Eventually there were too many cash entries of 10 and 15¢ labeled "Milk for the Cat." Father, realizing that no pussy could consume so much, came to the conclusion that "Rip" was supplying himself with shots of Old Grandad or such, so alas, after repeated warnings he was dispensed with.

In 1900 this building was torn down to make way for John R. Walsh's Chicago National Bank.

Dad moved the Bindery one block west to 180-182 W. Monroe St. (new numbers 167-169 W.). This building was west of the Woman's Temple and today the Chicago National Bank Building covers the site.

The Bindery occupied the 2nd floor directly over the once famous Metzger's Restaurant. The other tenants were largely printers - Hershman & Cardy, printers, 3rd floor (now known as Cardy-Lundmark Printing Co.); J. J. Hanlon, Blank Books, 4th floor; Toby Rybovits, printer, 5th and 6th floors (still in business in a small way at 127 South Aberdeen).

A smaller building adjoining on the east held:

H. H. Hoffman, Blank Books  
Jan D. Oliphant, Printer  
Battis & Groff, Printers

and a number of other small shops. They are mostly out of business today.

Bradner Smith Paper Co. was in the next building west, now used as a parking garage.

The Insurance Patrol was in the adjoining building to the east.

Our building had 50 ft. frontage on Monroe St., 180 ft. deep. The rear half was a separate structure with floor level about 14" below the front section. A ramp made it not too difficult to operate on our floor, but each floor above had a greater and greater difference in levels, up to about 6 ft. on the top floor.

There was a small court about 20x25 ft. between the two sections. At our floor the light resulting was negligible and the gas lights used thru the shop were quite inadequate. The floor area was 8,400 sq. ft.

A small passenger elevator served the 2 buildings and a freight elevator did the same duty in the rear. The alley was narrow and the teamsters were in daily wrangles to serve the tenants. (All horse teams, of course.)



Power was furnished by the building. A vertical drive shaft ran from the basement to the roof and twisted belts connected with the line shafts on each floor and served the building adjoining as well.

In terms of modern shops, the whole setup was ridiculously inefficient, gloomy and dirty. Belts to each machine were a constant hazard. Work benches and shelving were of wood and the equipment was largely out of date and inefficient.

Nevertheless some of the old punch presses and the heavy old fashioned smashing (or embossing) press are still doing yeoman duty at the Bindery today.

It was at this address that I really began to know the Bindery, for I worked in the Bindery shop during the summers of 1900 and 1901 and came full time after leaving college in 1902.

I also really got to know my Dad. All thru the years, he had risen early, before we kids were up, and left to open the shop. He worked usually until 6:00 and was often late for supper. He did a lot of detail work in the office, seldom getting into the shop. Working with him thru the day, I learned, much too late, what a fine character he was. He was respected by the folks who knew him, not for a big business man, but for a gentleman of high integrity and good character. One party was quoted as saying Dad "was too honest ever to get rich." It was he who set the standard of the Bindery for fair dealing and high quality.

At the time I came to work at the Bindery in the summer of 1900, Mason Harris was the manager. He was an easy-going Southern type and one of the finest characters I ever knew, a really lovely gentleman. He had been with the Bindery for many years before I went to work there and stayed on until 1911 when he left to go into business for himself, operating as Harris & Walker.

Another party who made a deep impression on me was Mary Dee. First a bindery girl - then forelady and in the later years of her long stay with the Bindery, order clerk. When I first knew her, she was on the order desk, a tubby unmarried party, very jolly and capable. I have often seen her at her desk, just in front of the elevator, folding and stitching an imaginary leaflet, to determine the time required and to quote a price. Most of our work was brought in to us by stationers and printers, usually unwrapped, tho the completed work was always nicely packaged for delivery.

...THE...

# PARALLEL FILE AND BINDER

PATENT APPLIED FOR

MANUFACTURED  
AT **Barrett's Bindery**

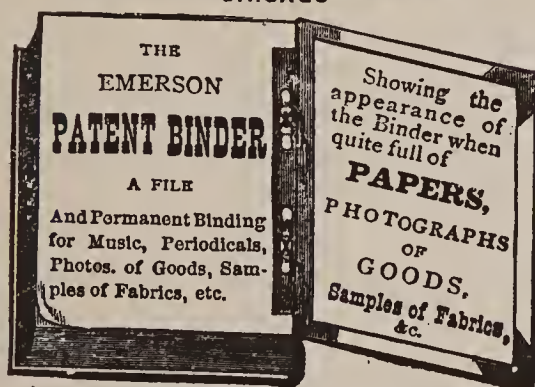
**148-154 MONROE STREET**

**CHICAGO**

1890

**Barrett's Bindery**

CHICAGO

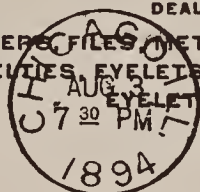


HEADQUARTERS FOR ALL FILES AND BINDERS.

MANUFACTURING STATIONERS AND  
BOOK BINDERS,

DEALERS IN

PATENT BINDERS, FILES, METAL STATIONERY, STATIONERS  
NOVELTIES, EYELETS, EYELET MACHINERY,  
EYELETING, ETC.



*Archie M. Barrett*

*Shaker Farm*

*Berrien Springs  
Mich.*

1894

Chicago DAY/MONTH/YEAR  
26/7/01

THE  
BANK OF

**First**

NATIONAL  
CHICAGO.

PAY TO THE ORDER OF

*Geo. B. Carpenter & Co.*  
*Three 26 63/100*

DOLLARS 63  
XX 3 CENTS

DOLLARS

THE BARRETT BINDERY CO.

*Jno. R. Barrett*

Pres't and Treas.

COPYRIGHT.

1901

No: 261824



Lizzie Kuntz was discovered by my mother - cashier and clerk in a small grocery store on 31st St. Father offered her a job, which she accepted, came to work at Calhoun Pl., and was with us many years; finally married and raised a family. Capable, always pleasant. Did the billing (in longhand), waited on customers and pinch hit at vacation time. A faithful earnest lady who was hard to replace.

Then there was Mr. Adams, the bookkeeper. Father imported him from Spring Valley. He was a slow painstaking man, loyal and steady, but probably the least colorful person I have ever known. Finally retired and returned to Spring Valley.

Later came Miss Hill, a fine specimen of womanhood. Rosy cheeked and smiling, she was a real asset to the office, a rapid worker, capable and popular. She stayed with us about ten years and finally married.

These folks really made a happy office family. There were no criticisms or meanness in anyone of them and they made Father's later years in business peaceful and productive.

"Barrett's Bindery" had been incorporated in 1890 under the present more dignified name. To Dad this was a very serious matter. A monthly directors' meeting was held religiously on the third Thursday of each month, after which we were required to stuff ourselves at one of the better restaurants. The minutes of each meeting were carefully recorded (in longhand) and considered of great importance by the boss.

There was no modern office equipment in the place. All letters were written in longhand, even when answering inquiries from our ads in System and the Bookkeeper, two early magazines in the field.

Orders, billing, bookkeeping all done in pencil or pen and ink. Letters were copied by water process in an old fashioned wringer on tissue paper.

The shop started at 7:00 A.M., Saturday included. The week had been cut from 60 hrs. to 54 hrs. shortly before I became a regular. This gave us Saturday afternoon off.

Father started me in the shop. "We need you the most here" and there I stayed for several years, learning the business, improving methods and working on the machines. Dad asked me to get up a magazine binder. At that time the Chicago Public Library and the Clubs were using Emerson Binders to cover their magazines! The Torsion Binder was the result - first made in 1903; patented in 1906. I made all the early metals myself.

The billings were only about \$3,000 to \$4,000 per month and the working force was, of course, small. A forelady was in charge of the girl bindery workers and either Harris or myself looked after the shop in general. Two finishers were kept pretty busy, gold stamping names on leather goods for the State St. stores, on our own manufactured binders, and doing special, high grade book binding.

The Emerson Binder was still selling pretty well. We had labels printed for every good stationer customer - a price list label with the stationer's name shown in place of the Barrett Bindery Co.

I learned every detail of the business and worked on every machine in the place. I did every operation at one time or another except book binding and finishing.

When a customer called for a salesman, I went out. At vacation time I would take over the order desk, or do the billing, figure costs - in fact everything but bookkeeping fell under my hand on occasion.

My next elder brother, Roland B. ("Rol" for short - he now calls himself "Bruce"), was there a year or two ahead of me. He made some of the sales calls. Nominally he worked as a book-binder, but he showed little interest in the business. He was not really well and was more inclined toward literature than industry.

I was married in 1908. By this time Dad had gotten to the point of going away in the winter. He left me in charge. I had an operation for appendicitus that year and was on half time for quite a while.

About 1909 my eldest brother suffered financial troubles and came to work in the shop. There were just too many brothers and I told Dad I'd better quit. He made no objection for he understood that the family situation was too much for my diplomacy. I spent the next three years doing a number of things, and just about getting by financially, but gathering good experience.

When I left Dad called in the last brother, Saxton S., five years my senior, to manage the business.

In 1910 Father passed away. In 1911 Geo. K., the eldest brother, died. In 1912 Saxton S. left this world.

*With profound sorrow we  
announce the death of our  
President and Treasurer*

*Saxton S. Barrett  
Monday, August fifth  
Nineteen hundred twelve  
Barrett Bindery Co.  
Chicago*

The business reverted to my mother and she asked me to take over the running of it. I've been at it ever since.

Nearly the first thing I did on my return was to move the Bindery in August, 1912, to 732 Federal St. Here, for the first time in 45 years, the company had a first-class setup and increased our space from 8,400 to 10,000 sq. ft. I discarded several old machines, bought new up-to-date replacements and at once we showed a decided reduction of costs and increase of profits.





Saxton S. Barrett  
1874-1912





George Kellogg Barrett  
1865-1911



Roland B. Barrett  
1878-

In 1931 it appeared to be a good time to finish the development of the Monroe St. property. Costs were low and I was well supplied with funds from the sale of the Barrett-Cravens Co. Plans were drawn and approved to complete the rear section as it is at present. I then left for Europe and put the entire responsibility of placing the contracts and handling the construction job onto the young shoulders of the 25 yr. old Ted Wolfe. He did a bang-up job of it.

The total cost of the Monroe St. property - original building plus two additions amounted to \$211,000.00.

Incidentally, it was in 1912 that I first heard of a lift-truck. On request, a salesman called and quoted \$145.00 for a Cowan truck. I was swept off my feet. Such an expenditure needed a lot of consideration. I had just bought a 4-wheel truck for \$9.00 so I set about to build my own lift-truck and the Barrett-Cravens Co. was the result.

In 1917, after the U.S. had declared war, a bright young chap about my own age came to the Bindery to have us make some scrap books for letters from the soldiers. He sold these to the stationers. After several sessions with him, I suggested that he come with the Barrett Bindery Co. and thus did Irving G. King join our forces. He stayed with us until his retirement. First in the Bindery - then as a district manager of the Barrett-Cravens Co. and finally representing the Barrett-Cravens Co. in Los Angeles, where he set up the Irving G. King Co.

About the same time that King joined us, I got hold of Edwin A. Born, who answered my ad for a shop man. He was working in a machine shop in Harvey, Illinois, as night foreman at \$60.00 per week. He came with the Bindery for \$35.00 and I soon found I had a man who needed no teaching. He was a natural trader, had an uncanny knack of handling men, got good prices for our work, and proved a big asset to the business. A whole book could be written on his talents and there is no doubt that he was the big factor in the success of the company until he died in 1930.

In June, 1918, I left for nine months of Y.M.C.A. service in France. I left Born in charge. Not only did he and King do a fine job for the Bindery, but Born stepped into the Barrett-Cravens Co., found a bad shop condition, got the manager, Mr. Needham's O.K. to supervise the factory (then on Walnut St.) and put it in good shape.

In 1919, on my return, the Barrett-Cravens Co. was moved to Ann and Lake Sts. and 3 years later I bought the building at 1330 W. Monroe St. to house both companies.

By this time the Bindery occupied 15,000 sq. ft. and needed more. This Monroe St. building had a total of 42,000 sq. ft., 38,000 in the main building (4 stories and basement) and a one-story warehouse building, 40x100 ft., detached.

There was room enough for both companies in 1922. The Barrett-Cravens machine shop was installed on the first floor of the present old section. The office at that time lacked the present accounting department section as well as a similar space on the east. Barrett-Cravens assembly was set up in the warehouse. The Barrett Bindery Co. occupied the three upper floors. Rule die on second floor, punching room on third, and Bindery on fourth floor.







On my return from France, the bonus system was installed. Born, King and myself each received 10% of the net operating profit. The salaries were held to a maximum of \$4,000 each, due to the liberal bonus. As a reward for his capable and loyal service during my long absence, I presented Born with 5 shares each of BBCo., BCCo., and of Herbert Specialty Co., a subsidiary company, set up for the manufacture and sales of toys back about 1916.

The Coo Coo game is the only item that remains of the Herbert activities, although it was a good money maker in the early days.

We had also purchased the Convex Sign Co., a small toy manufacturer and added its equipment and toy items to the Herbert Co.

Soon the Barrett-Cravens Co. needed more space and an addition was constructed on the N.E. corner of the lot. (The lot size was 95' frontage X 236' deep.) This addition was approximately 36x100 ft., two stories high. It now comprises a portion of the rear, or new, section.

By 1926 the Barrett-Cravens Co. had outgrown this added section and purchased the building at 30th & Spaulding Sts., to which the Barrett-Cravens factory was moved, while the office remained combined with the Barrett Bindery office at 1330. This condition persisted until December, 1929, when the Barrett-Cravens Co. was sold to the Walker Vehicle Co. and both factory and office moved to their enlarged plant at 87th St. and State St.

Thru the years from 1917 to 1930 Barrett, Born & King ran the Bindery. I was executive and financial head - Born, general manager, - King, office and sales manager. I spent only part time at the Barrett Bindery Co. and its growth and success was largely due to Born, assisted ably in the sales and office by King up to 1926 when he transferred his efforts to the Barrett-Cravens Co.

Although the Barrett Bindery Co. got on its road to a real success in 1912, when we moved away from a lot of petty business such as gold stamping of individual names on leather goods, re-binding of old books, etc., etc., it reached a really profitable level only after the advent of Born and King.

Born was, of course, the leading spirit - strong-willed, loyal, economical and with a well developed talent for management, he led the company into larger operations and better prices and profits. He had an amazing talent in handling men, particularly the shop worker. We all learned a lot from him.



Edwin A. Born



Born reached a high of \$25,000 earnings at the peak of post-war prosperity - a very high remuneration for those days, but well deserved and gladly paid.

Of course thru the years from 1912 to 1930 there were many men and women employed in the office. Probably the most noticeable was an accountant, Miss Carolyn B. Frey, who served continuously from 1917 until her retirement in 1947. She was replaced by Miss Dorothy Treasurer, who has ably handled that department up to the time of this writing.

I pass briefly over the others with one exception. They were mostly capable, clean youngsters and the association with them was pleasant. Today some of them have passed from the rather rigid school of B.B. Co. to important positions in the binderies and finishing companies of Chicago.

The depression struck us in early 1930, However, at that time we were fortunate, for Ted Wolfe had been able to get a contract from the Dixie Cup Co. for souvenir cup lids which we laminated, paraffin coated, then die cut by the rule die process. We built special stripping and gathering gadgets, and we had a long and prosperous three years' run on the contract.

The balance of the factory was at low ebb, but we trimmed expenses all across the board and made a little profit right thru the depression. No one can say, however, that it wasn't the toughest period we had known.

BECAUSE OF THE DEATH OF

Mr. Edwin A. Born

Vice-President and General Manager

THE BARRETT BINDERY COMPANY WILL BE  
CLOSED ALL DAY MONDAY

MARCH 24th, 1930

### The Ball Library Service

About 1916 we were approached by a Mr. Ball, who had established "The Ball Library Service." He sensed the publicity value to the Magazine publishers of having their publications on the Railroads. His service was that of an intermediary between the Publishers and the Railroads, whereby the Publisher furnished part or all of the subscription price and Magazine binder. To this Mr. Ball added \$1.00 each and by this means earned himself a salary, saved the Railroads a big part of their expense and relieved them of a mass of petty detail. The Publishers on their part got the publicity they were after and saved 9/10 of their time in obtaining it.

Mr. Ball asked for prices on the binders, telling me that his supplier had increased his charges and was taking advantage of him. I soon satisfied him of our good intentions and he signed up with us to make his covers. All went well until our country entered the 1st World War. The Government took over the management of the Railroads and immediately took the magazines off the trains.

By the time the Railroads were turned back to their owners, Mr. Ball had passed away and in 1920 I purchased from his daughter and only heir all rights to the business, which we revived as

### The Ball Library Service

Division of

### The Barrett Bindery Co.

We expanded the service to the Steamship Lines and later to the Airlines. The Service grew in scope and in dollar volume. The Transportation Systems preferred to deal with one party for all their needs in this line and the Publishers were equally well satisfied. On one occasion a publisher had spent six weeks and had lined up only two Railroads. When he turned the job over to us, we got him full coverage in one week.

The Ball Library Service is still (1955) an important phase of our business.



### The Loose Leaf Business

Although the Barrett Bindery Co. was one of the pioneers in this line with the Emerson Patent Binder, patented in 1871, a card binding device set in covers, we were slow to expand our line. However, the Emerson Binder still sells in large quantities to certain customers and has been improved and its manufacture simplified.

### The Torsion Binder

This device was developed primarily for sale to Libraries, Clubs and Reading Rooms generally. The Ball Service gave it a great impetus and it is today a steady seller.

As time went by, we crept into the loose-leaf Binder line with various mechanisms designed for Catalog use. While the headway has been slow, we are today a factor in this field, as well as in that of Presentation binders. We have quite a complete line, protected by a number of patents and we are slowly building up a sales organization under the leadership of Bill Truax, an old hand at the business. We look forward to making the Loose-Leaf Binder Department the largest portion of our business.

### The Rule Die Department

The inception of this end of our business, now equipped with five huge cylinder presses and a battery of platen presses came about 1910 with the purchase of a second-hand 12x18 "Universal" press, belt driven. As usual, I personally started this press, made the early dies and ran the jobs myself. When Ed Born came with us, he recognized the value to the firm of this type of die cutting and today this department is a busy and profitable one. We annually cut untold millions of Greeting Cards, toy books and an endless lot of miscellaneous shapes in a hundred different types of materials.

### The Punching Department

In this department we do mostly job work for the printer. Usually he is not fully equipped for anything except ordinary round hole punching. We have dies for every known type of punching. Index Die cutting, Hollow Die cutting, etc. Other operations are:

- Index cutting
- Round cornering
- Eyeletting
- Perforating
- Label cutting
- "Zip" Punching
- Padding
- Christmas Seal cutting

A smaller but profitable department.

### The Metals Department

Here are made the metals of our own design for the Loose-Leaf Department, catalog binder metals, the Torsion metals and Emerson cords which are metal tipped. Here, also, are installed in their covers all metals, our own and such as are purchased.

### Specialties

Another department covers items from our catalog, some purchased by us for resale, some manufactured by us, including

- Eyelets
- Binding posts and screws
- Card hangers
- Show Card Easels

Altogether the Barrett Bindery is a most interesting business. Everyday new problems confront us. New gadgets to cut, punch and assemble. New processes to develop. There is never a dull moment. Ed Born, brought up in machine shops, once remarked, "When the bell rings at noon for lunch hour, I can hardly believe it is later than 10:00 A.M. The same at closing time. There is always something of interest to do, some problem to solve, the most intriguing shop I have ever worked in."

Ed Born passed away in 1930. I was naturally occupied with the management of the Barrett-Cravens Company, and with Born gone, I found three young men with good possibilities but not yet ripe for the top position:

James E. Groves - Age 25  
Elmer W. Ericson - Age 26  
Edgar H. Wolfe - Age 24

As time went by, however, Ted Wolfe showed better talent, better balance, and better leadership. It had taken him a while to mature, but the other two realized that Ted was more serious and more capable, and he was made Vice President in 1930. Jim Groves left us ten years later to take a position of greater authority, and some years later in 1947 Elmer Ericson left to go into business for himself.

In 1933 the Barrett-Cravens Company was turned back to me in return for the amount still due on the purchase price. This required that I spend most of my time with that Company, and I threw more and more of the responsibility of The Barrett Bindery Co. on Ted's younger shoulders.

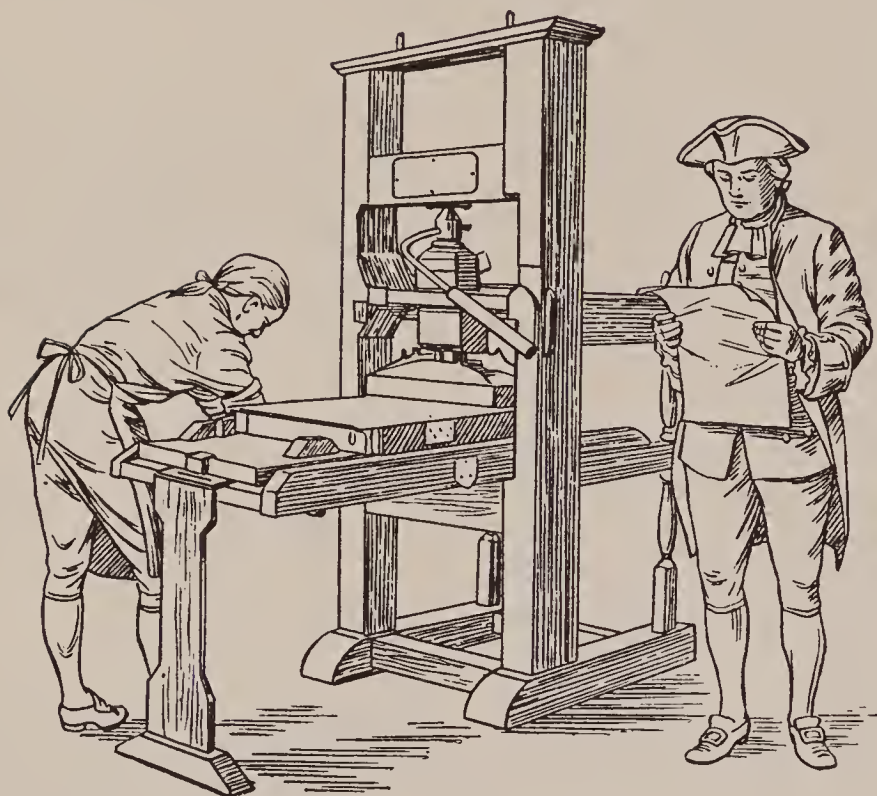
He did a fine job of running the Company and became President in 1949. He is more familiar with the details of the Company's development and growth since 1930, so I hereby turn over to him the writing of the final chapters of The Barrett Bindery Co.'s progress.

Arthur M. Barrett



CONTINUATION OF THE BARRETT BINDERY CO.'S  
HISTORY BY E. H. TED WOLFE

From 1737 to 1871.



When Mr. Barrett gave me the manuscript of the foregoing part of his history, he asked me to expand on the present day facilities and activities of The Barrett Bindery Co. Before doing this, I would like to briefly point out how some of the early dates that he mentions as having significance to the Barrett Family and to The Barrett Bindery Co. were also rather important dates in the development and improvement of the Graphic Arts Industry, of which our Company is a part.

Mr. Barrett started his history with a sketch of John Barrett, born in 1728. It was nine years after this, in 1737, when Pierre Fournier LeJeune solved one of the great problems confronting printers, the lack of uniformity in type supposedly of the same size. He conceived the "point system" of measurement, which is still in active use today. A "point" equals  $14/1000$  of an inch.

When Mr. Barrett's great-grandfather, Jaazaniah Barrett, was born in 1752, he arrived at a time of considerable development in our trade. For example, twenty-two years later, possibly when Jaazaniah was starting in the Cording Mill and Tannery, the process of bleaching rags for paper making was invented by Scheele, the discoverer of chlorine. A year later, on January 24, 1775, the first daily newspaper in America appeared, in Philadelphia. There had been a regularly published newspaper prior to this, The Boston News Letter, which publication started on April 24, 1704, but this was not a daily. In 1790, a patent for a "self-acting printing press" was granted to an Englishman named William Nicholsen. His patent covered two devices, a flat bed and a rotary cylinder, the principles of which were much the same as flat bed cylinder presses in use today.

Mr. Barrett's grandfather, George Barrett, was born in 1796. Four years later an Englishman named Stanhope built the first printing press made of metal. Prior to this they had all been made of wood. Stanhope's press sold for 90 pounds sterling, but when it became apparent that he had a good item he soon had a number of competitors and this competition shortly forced the price down to around 60 pounds. In 1826 Niepce, who had been a partner of Daguerre in the invention of photography, made the first engraving on metal using photographic means. In 1827 a press was patented by two Englishmen named Cowper and Applegarth. These remarkable men built one for the London Times that actually ran off 5,000 sheets per hour, printed on both sides. If they had had the advantages of modern printing inks, they could have operated their press at higher speeds than that!

Mr. Barrett's father, John Reed Barrett, was born in 1835. Four years later the first printing press to be operated by electricity was built by Thomas Davenport in New York City. U.S. Patent No. 132 was assigned to Davenport's "Electrical Motor" on February 25, 1837. In this same year Joseph A. Adams, a wood engraver, connected with Harper & Brothers, New York, conceived the idea of making an electrotpe from a wood cut. This method gained quick acceptance and was in active use for magazine illustrations by 1841. At the same time Fox Talbot discovered a process for making photographs on paper, and 14 years later practiced the method of breaking up the surface of a printing plate by exposing the sensitized metal under an open mesh. This was the genesis of the half-tone plate. In 1856 Cornelius Wendell was elected public printer of the United States. He established a large printing plant in Washington which was bought out by Congress in 1861. This plant is now the Government Printing Office and is the largest printing plant in the world.

Barrett Bindery was started in 1867 and in that same year some of the newspapers in the United States first began using paper made from wood pulp. At that time it cost about 15 cents a pound. It therefore did not come into common usage until 1879 when improved production brought the price down to around 6 cents a pound.

Mr. Barrett comments on the Chicago Fire of 1871. Although this was a most destructive fire, it was also largely responsible for the Pica measure of type that we use today. The fire destroyed the type foundries of Marder, Luse and Company and reconstruction provided the opportunity to start the new system.

From 1871 to 1955 there have been innumerable developments and improvements in the Graphic Arts Industry. These, I believe, are more generally known, so let's pass them by and discuss the Barrett Bindery Co.'s present day facilities and activities.



## THE BARRETT BINDERY CO. IN 1955

Possibly the best way to describe our Company and its present day activities will be to take you, the reader, on a descriptive tour through our plant. Our factory and offices are located at 1330 West Monroe Street, a little more than a mile directly west of the downtown district of Chicago. Jefferson Park, a small but attractive city park, is directly across the street. At the present time the park is being converted from its former status to a block square playground for the neighborhood children. The neighborhood was a high-class residential area before the turn of the century. It deteriorated, however, and many of the old residences, the high English basement style, are now occupied by lower income families, including some colored and Puerto Ricans. The neighborhood has been coming back in recent years along industrial lines and there are quite a few factories in the neighborhood with more due to be erected in the future.

Our building includes approximately 100,000 square feet of floor space and is a four-story structure. There are approximately 22,000 square feet to each floor and a basement under the front half of the building.

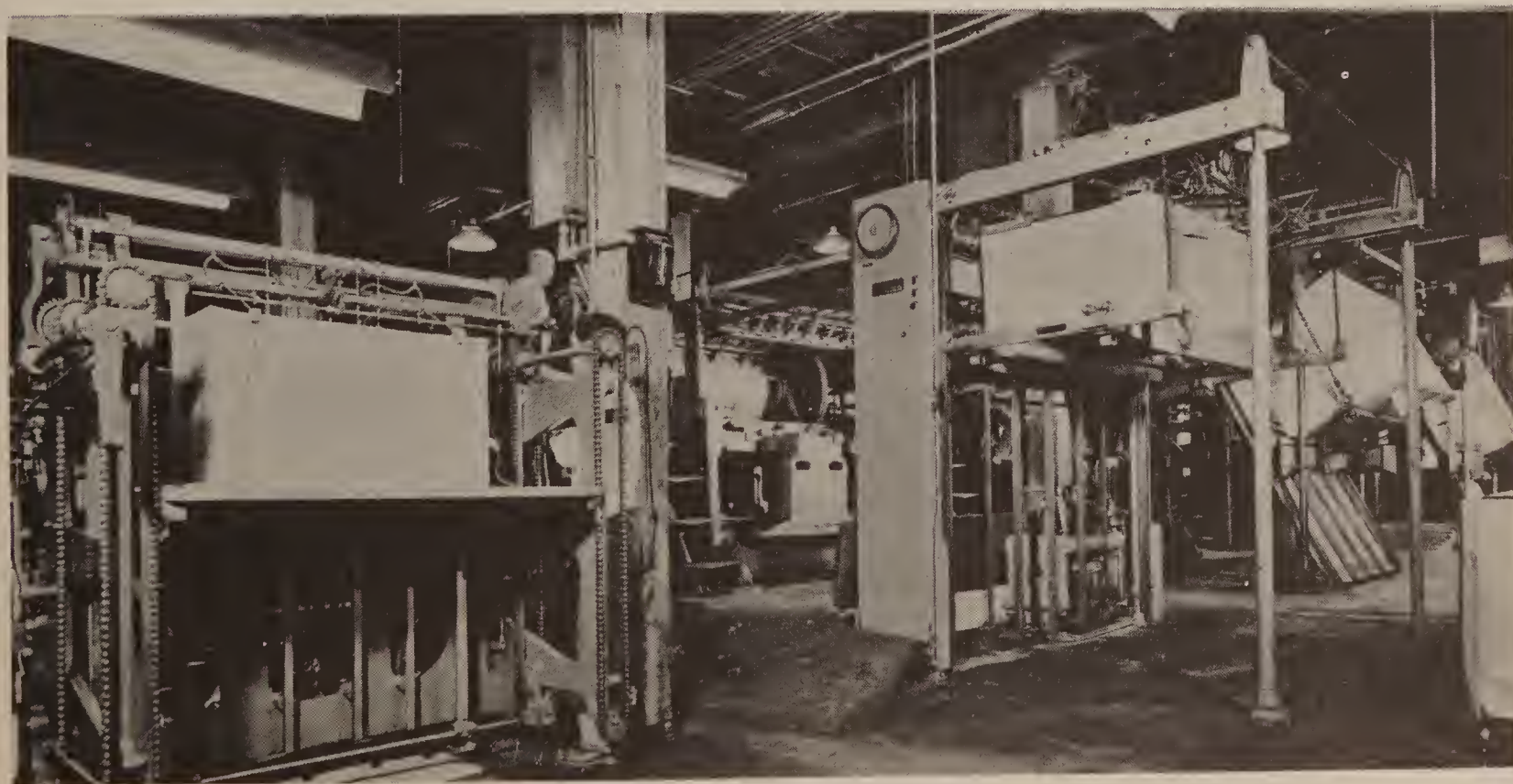




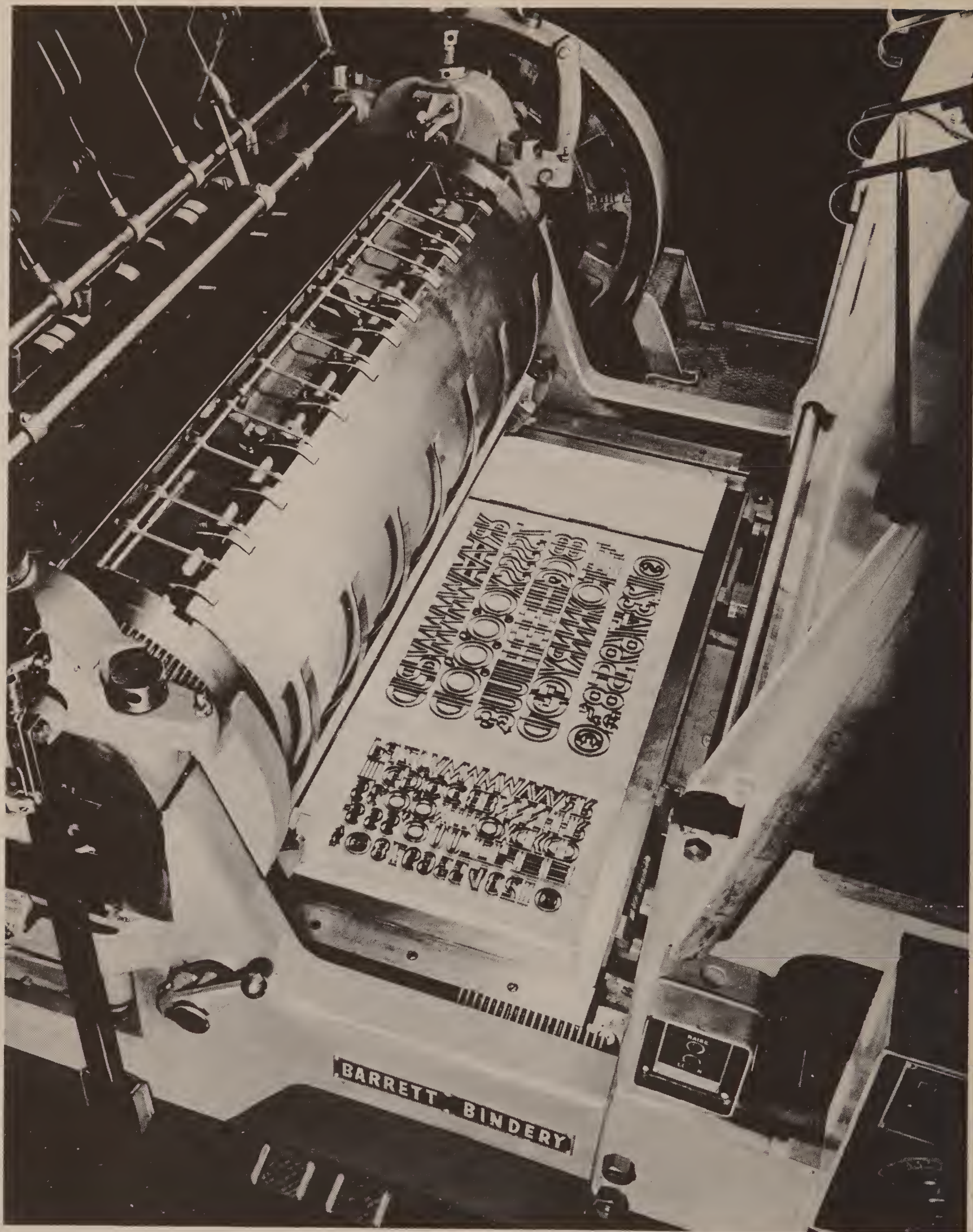
The general office is located on the first floor front and we think it looks somewhat better than the average factory office. The office has been air-conditioned for the past eight years (Mr. Barrett's suggestion), which is a blessing in these hot Chicago summers. Jim Turner, our office manager (recently elected Treasurer), has a good efficient group in this department. The Accounting Department, immediately adjacent, is headed by Dorothy Treasurer and is one of our most efficient depts.

Immediately behind the general offices we have our Shipping and Receiving Department. Our large dock can handle four trucks and trailers at one time and our driveway is so laid out that the trucks enter from Monroe Street and exit through the alley.

The rear half of the first floor houses our Steel Rule Die Cutting Department. If you are interested in the technicalities of this work, you will find a fairly complete description of it in one of the catalogs that we intend binding at the end of this history. We have ten die cutting presses in this department, including five large cylinder presses. Until 1948, we were able to die cut the largest sheet that could be printed or lithographed on our 70" Miehle Cutters and Creasers. At that time, however, both Miehle and Harriss-Seybold brought out 74" and 76" four-color offset presses. By dint of considerable pressure that we brought to bear on the Miehle Company we have finally completed erection of our first 80" automatic die cutting cylinder press, by far the largest press, and the only one of its kind in our trade. It operates at a higher rate of speed than our 70" equipment.



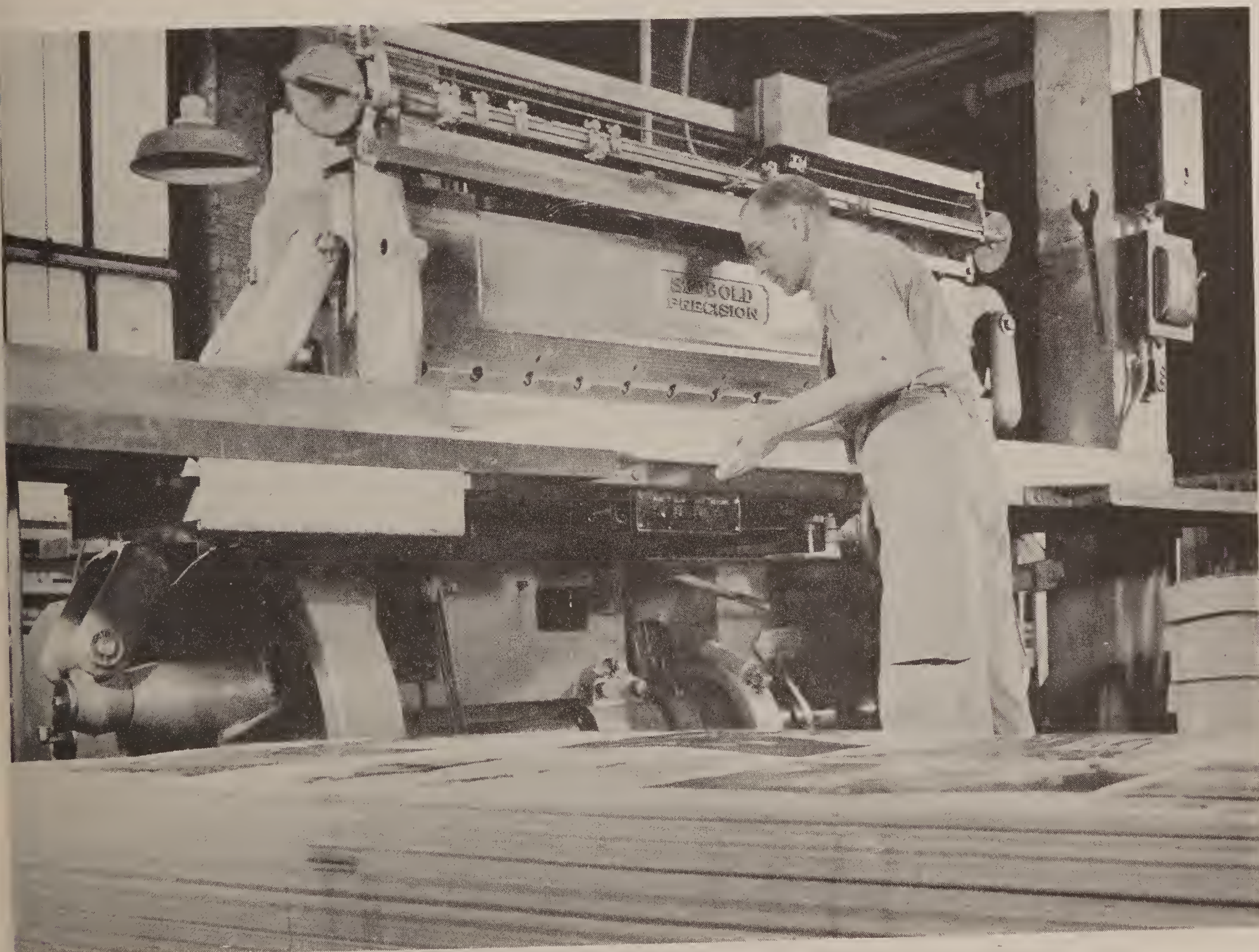




A Steel Rule Die locked up on the bed of a Cylinder Press.



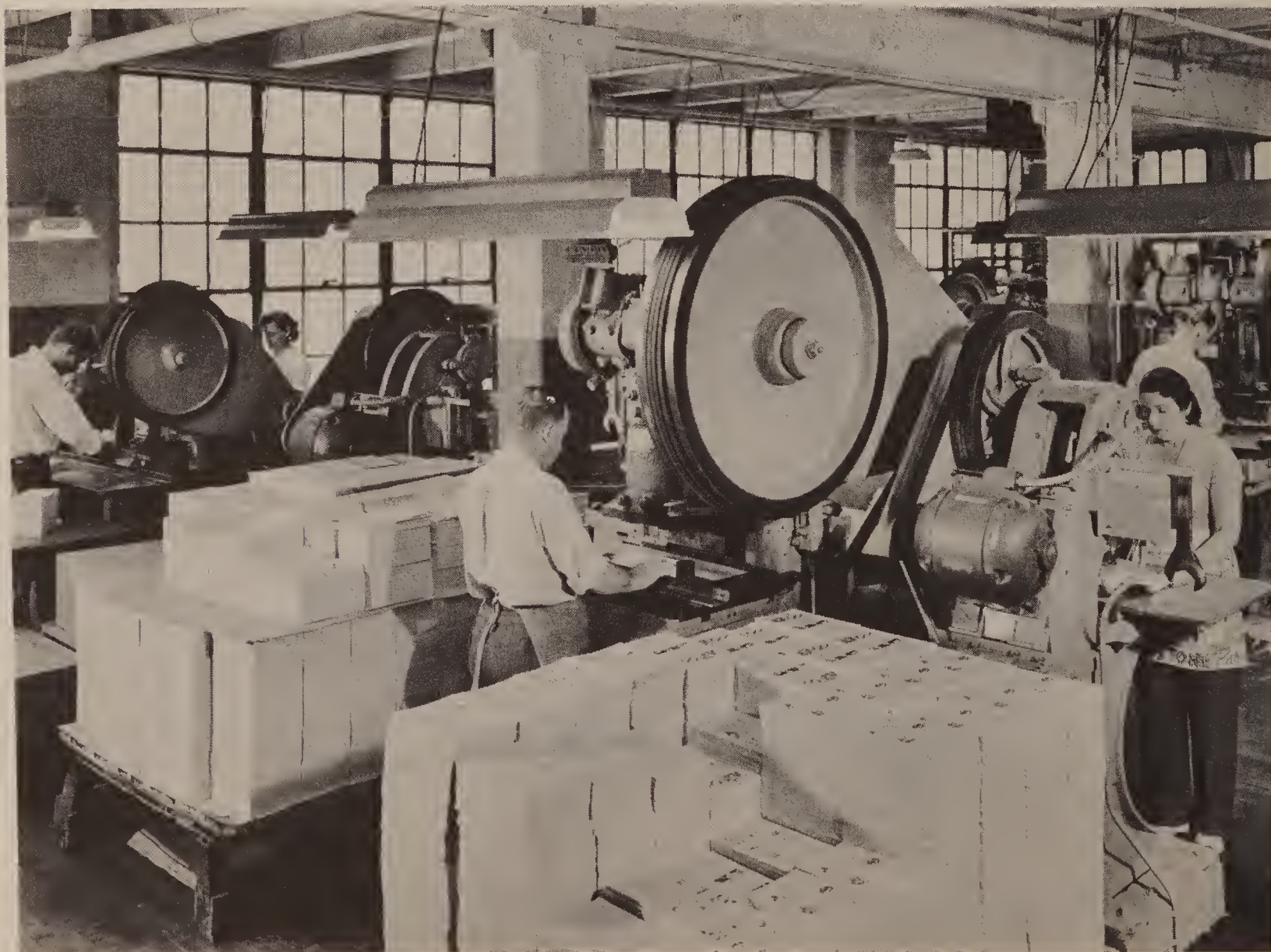
Our Steel Rule Die Cutting Department is headed by Bud Rada, a real "company man," who has been with us for seventeen years and learned his trade in our shop. We have an interesting wage incentive plan in this department. Most of this department's employees are considered skilled craftsmen. Here we regularly die cut many millions of greeting cards, children's paper doll books, various types of advertising folders and other materials, display work, etc. Sometimes it is more economical for us to take the printer's large press sheets and cut them down into smaller sections before die cutting. This work is done on the latest model micrometric - adjusted automatic cutting machines - without loss of register. Our die cutting press sizes range from 14x22" up to 52x78" sheet sizes.





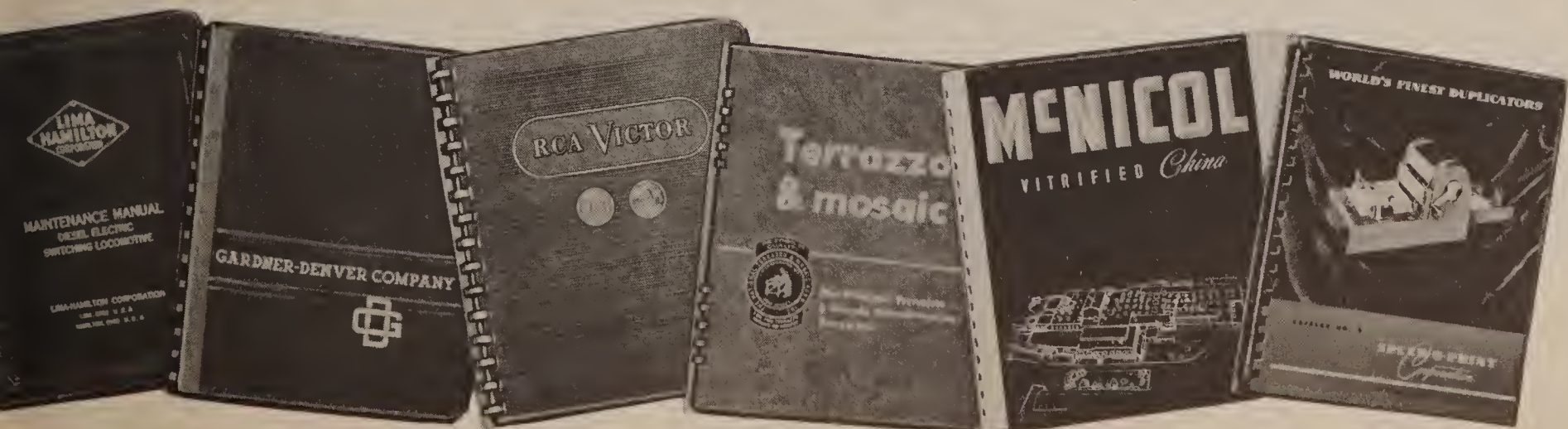
Continuing on to the second floor, by way of the north stairway, we come to our machine shop, a small but most interesting department. It is presided over by Roy Bartlett, who has been with us about ten years. A couple of years ago he succeeded his father in this position. Art Bartlett, the father, retired on pension after spending thirty-eight years with our Company and contributing some excellent mechanical ideas during that time. Roy is a "block off the old chip." In this department we design and build various gadgets, fixtures and machines. Ours is a small and highly specialized trade and we are obliged to perform many operations for which there is no existing standard machinery. In the last several years we have been especially active in machinery building and have been quite successful with our various developments. More about this as we go through some of the other departments.

Most of the second floor is taken up by our Punching and Die Cutting Department and our Mechanical Binding Department, both of which are headed up by foreman Tony Svoboda who has been with us for about fourteen years and learned his trade (and learned it very well indeed) with us. Here we do all manner of label die cutting, Christmas seal die cutting, index die cutting, punching, perforating, eyeletting, gathering and assembly work, etc. More technical description of this will be found in the catalogs at the rear of this book. We have over 50 machines in this department.



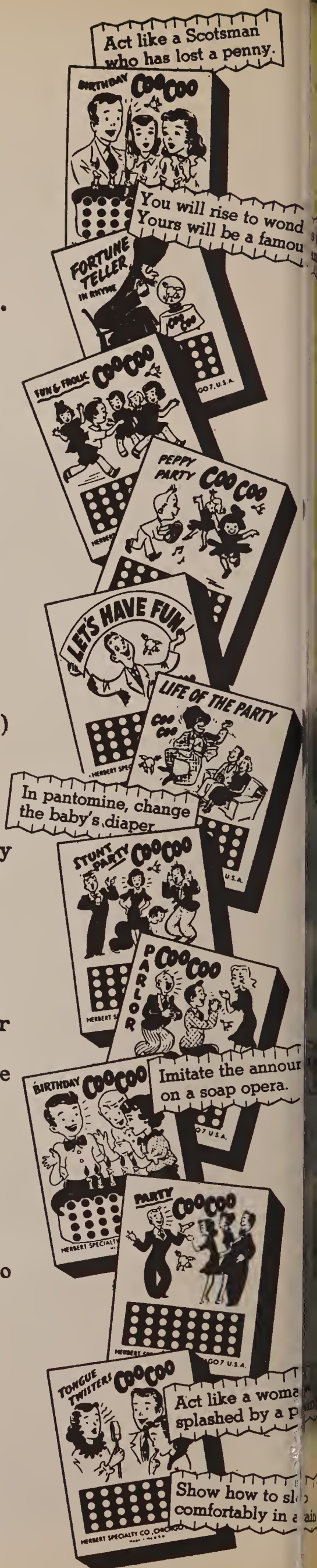


In our Mechanical Binding Department we have built interesting gathering and assembly devices and we perform both Plastic and Cercla binding, both of which are described in catalogs at the rear of this book. The largest job we have ever handled in our Mechanical Binding Department was the Sherwin-Williams Style Guide that we produced a few years ago. We manufactured the covers on the third floor and did all of the sheet work assembly and binding on the second floor. As I recall, there was over a couple of hundred tons of material on the job and our billing on this job amounted to around \$200,000.00.



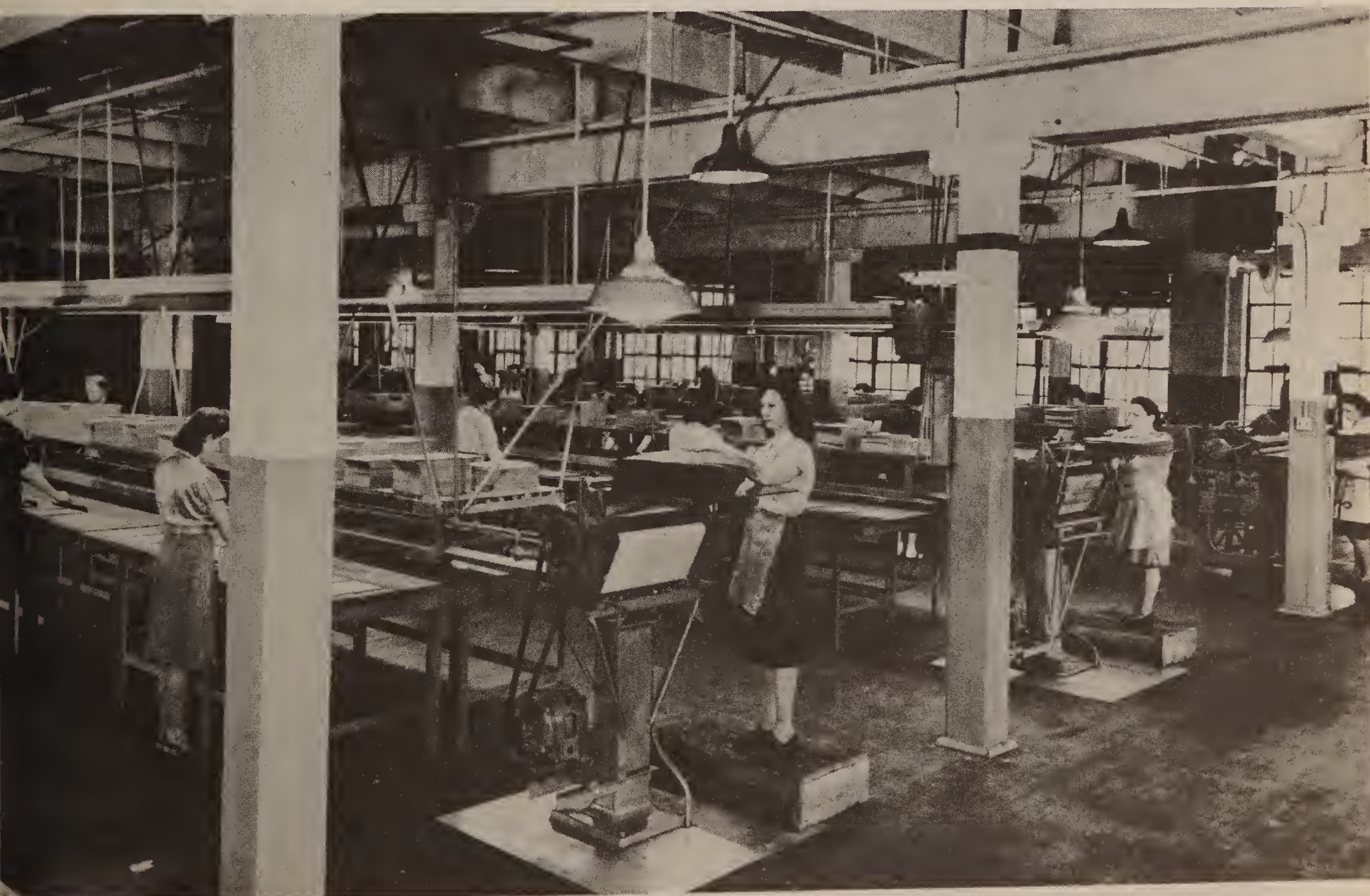


On the second floor we also have a small but very interesting department where we manufacture our punch board style party games whose trade name is "Coo-Coo". This department's forelady, Bea Joseph, has been with us for seventeen years. As Mr. Barrett mentioned in his account, this is an item that we have manufactured for over forty years. From time to time we have changed the art work on the faces, added new series, new stunts, etc., but fundamentally it has remained the same item. Forty years ago, believe it or not, it retailed for \$1.00 and then came down to \$.50. This was a 100 hole game. Later we brought out a 50 hole number for the chain stores and Mr. Barrett developed a method of multiple manufacture that enabled us to reduce the retail price to \$.10 each in this smaller size. Increased cost in wages and materials ultimately necessitated our raising the price to \$.15 but the game was never a big seller after that. A couple of years ago we were faced with the alternative of either abandoning the item altogether or figuring out a way to successfully manufacture it to again retail for \$.10. Co-incidentally with this our multiple punching dies (and they are very expensive) wore out as did our printing plates. It was at this time that we got a very lucky break indeed. The Government had just imposed a \$50.00 annual "use stamp" on all locations featuring regular gambling type punch boards. This almost immediately put an end to the greater part of the regular punch board industry. A number of Punch Board manufacturers went out of business and there was obviously no market for their highly specialized and very expensive equipment. To use the vernacular, "we never had it so good." We bought a large size multiple punching die much larger and infinitely better than anything we'd ever had for a fraction of its \$12,000 original cost. We also were able to get the 56 ton special built punch press necessary for this die's operation at a low price. Probably our greatest bargain was our purchase of three special built hydraulic "squeezing presses" that a St. Paul punch board manufacturer had had built at a cost of \$4,500.00 each. We paid a total of \$350.00 for the three machines and that included dismantling them, hauling them down to Chicago, and delivering them to us. We then redesigned the game, changed the dimensions to fit the new dies, reduced the number of stunts from 50 to 32, changed our method of production to make 32 games at a unit, re-designed the display carton, and had a profitable \$.10 retail item again.



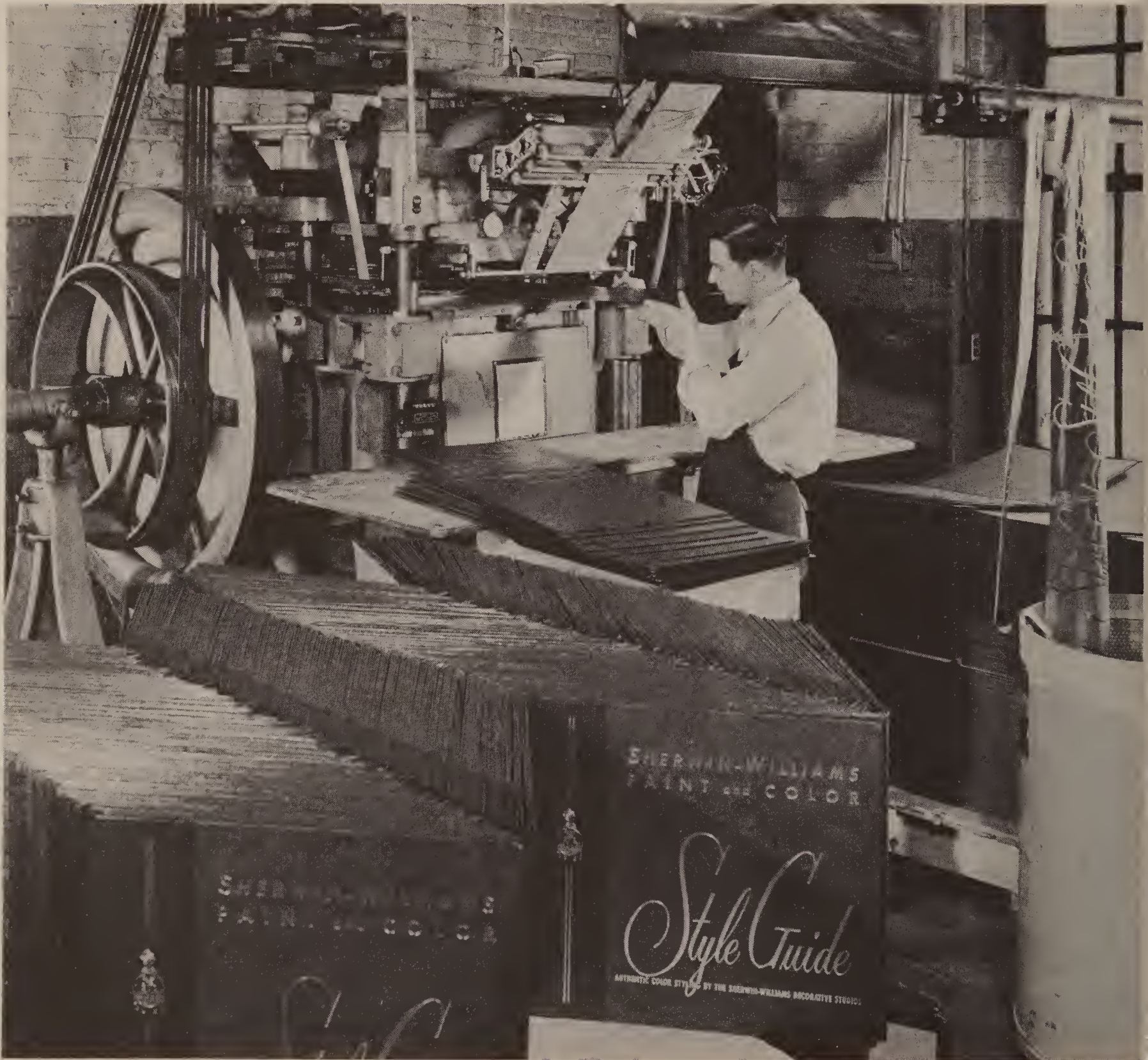


On our third floor we manufacture our loose-leaf binders. The north end of the floor is given over to our Stock Cutting Department ably headed by Florey Mizerk, who has been with us for ten years, and our Binding Department whose very capable foreman, Egon Hilpert, came to us from Switzerland thirty years ago. These last two years have seen some remarkable changes in our Binding Department. In 1954 we secured a contract from Commerce Clearing House for manufacturing their heavy duty five-ring binders and this assured large volume of manufacture for a single size and style of binder has enabled us to build equipment that we have had in mind for some time. At the present time we have the only automatic fed binder gluing machine of its type in the trade. Our Superintendent, Frank Grimm, suggested a means of mechanically positioning the boards in the covers, and the machine that we built for this purpose has proved not only one of our most interesting jobs of building but also a useful addition to our facilities. Other machines of our own design include a two-side gluing machine built for handling ring binder backs. We've only recently started using hydraulic equipment and we now press our covers in special hydraulic presses of our own design.





From the Binding Department the covers are generally forwarded to the Embossing and Gold Stamping Department headed by Peter Schmidt, a good craftsman, who has been with us for seventeen years and learned his trade with us. We have recently added an embossing press to this department that is capable of 250 tons pressure. While that may sound extremely heavy, it is necessary to have that amount of pressure to do deep embossing work on heavy covers bound over genuine binders board. Among others we have a foil stamping press equipped with automatic foil feed that will stamp four different colors of foil at one feeding.





Our Genuine Leather Department is directly across the floor from the Embossing and Stamping Department. Here we make the fine genuine leather covers that you find on the airlines, railroads and steamship lines, as well as other fine leather covers for our general trade. This is an interesting kind of work, the operation of which has changed but little in the past twenty-five years. Instead of using standard colors and finishes of leather as in the past, we now do much of our own coloring and contrasting and thereby produce a more attractive and more individualized product.

The front or south end of the third floor houses our Metal Department where we manufacture some of our own patented mechanisms and do all of our insertion of mechanisms, assembly work, etc. This department is presently scheduled for our next series of improvements and we have just started its improvement by building a special machine that automatically clinches standard ring mechanisms into standard ring binders.

Our fourth floor is given up to the storage of raw materials and includes approximately 7,600 feet of space that is empty at the present time.

Our basement contains the building machinery, furnaces, air-conditioning equipment and a certain amount of storage. We have two large freight elevators serving the plant.

The next few years will probably see continued changes in our Company. Business has been spotty and irregular in our trade and competition has forced prices down to a surprising degree, in spite of increased costs of materials and labor. This, among other things, has sparked our improved machinery building program. At the present time ours is an open shop and we believe our employees prefer it that way. In the past several years certain powerful unions have made serious inroads in our trade.

At the present time our volume is divided approximately 40% to 45% Die Cutting and Finishing and 55% to 60% Loose-Leaf Binder manufacture and allied work. Although much of our die cutting comes from local printers and lithographers, we have certain accounts down East that send us a good deal of work. One account, Saalfied Publishing Company, in Akron, Ohio, has regular trailer loads of work shipped to them from our Rule Die press room. In recent years our binder sales have been approximately half from the local area and half from out of town. Our new Vice President, Bill Truax, who came with us a couple of years ago from the Heinn Company of Milwaukee, is working hard to build up our sales, and particularly our out-of-town sales. We are getting far better representation, higher type, more aggressive men, and this has been another reason for our building of improved production machinery.



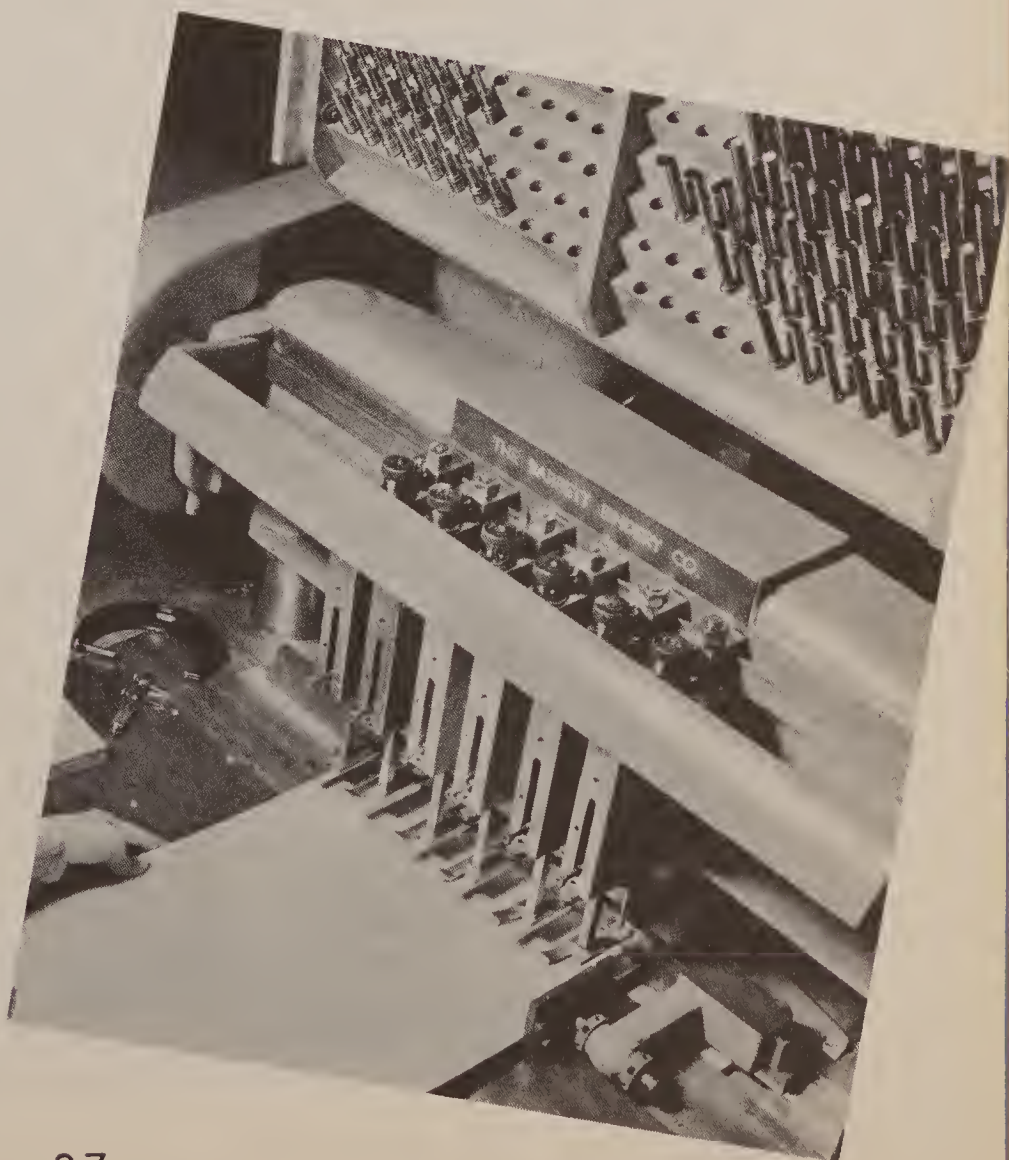
During a talk that we once gave before the Craftsmen's Club we made the statement that we believed we performed operations that could be listed under every letter of the alphabet. When this was challenged we made up the following list:

BARRETT BINDERY CO.'S FINISHING OPERATIONS

ALPHABETICAL LISTING

- A. Assembly Operations ... Automatic Eyeletting ... Attaching Easels ... Acme Punching ...
- B. Booklet Diecutting ... Blanking Die Cutting ... Binders ... Beveling ... Banding ...
- C. Cutting ... Combining ... Collating ... Crimping ... Creasing ... Calendar Work ... Coin Cards ... Card Cutting ... Card Finishing ... Card Hangers ... Christmas Seal Die Cutting ...
- D. Die Cutting ... Deckle Edging ... Dial Finishing ... Display Work ... Die Making ... Drilling ... Diebold Punching ...
- E. Eyeletting ... Edge Gumming ... Easels ... Eyelets ... Elliott Fisher Zip Punching ... Engraved Die Cutting ... Embossing ...
- F. Finishing ... Fans ... Folder Die Cutting ... Folding ...
- G. Green Edging ... Game Board Mfg. ... Gasket Die Cutting ... Greeting Card Die Cutting ... Gathering ... Gummed Seals ... Gold Stamping ...
- H. Hollow Die Cutting ... Hangers ... Hand Folding ...
- I. Index Die Cutting ... Inventory Tags ...
- J. Jogging ... Jig Saw Puzzles ...
- K. Kalamazoo Punching ...
- L. Label Die Cutting ... Loose-Leaf Binders ... Laminating ...
- M. Mounting ... Metal Stamping ... Manufacturing Calculators ... MacDonald Punching ... Machinery Development ...
- N. Notching ...
- O. Office Form Punching ... Office Form Die Cutting ...

- P. Punching ... Perforating ... Paraffin Coating ... Posts & Screws ... Paneling ... Penant Cutting ... Peg Board Punching ... Proudfit Punching ... Presswork ...
- Q. Q.R.S. Hanger Tabs ...
- R. Rule Die Cutting ... Round Cornering ... Round Hole Punching ... Ring Size Cards ...
- S. Slot Hole Perforating ... Slot Punching ... Stringing ... Steelock Easels ... Sturdee Easels ... Sample Work ... Seals ... Silk Stitching ... Steel Rule Die Cutting ... Steel Rule Die Making ... Specialized Finishing ... Screw Posts ... Slitting ... Sheeting ...
- T. Tying ... Tag Stringing ... Turnstock Die Cutting ... Tabbng ...
- U. Underwood Zip Punching ...
- V. Visible Record Punching ...
- W. Waxing ... Wrapping ... Washer Die Cutting ... Wire Stitching
- X. X-Ray Holders ...
- Y. "Y. and E." Punching ... Yearly Inventory Tags ...
- Z. Zip Punching ...





Before we leave the plant let's see if Mr. Barrett is in his office. He is not with us very often since Barrett-Cravens built their new plant up in Northbrook, and we miss him. No, I'm sorry, he is not here today, but this is his office. Rather simple as you see - big mahogany desk and other furniture that he has used for many years. We had it refinished a few years ago and it looks quite attractive, don't you think?

Those are pictures of his family over there, and this employees group picture was taken in 1922, just before we moved to our present address. No, I am not in this picture. I came with the Company some months later, but I remember most of these folks, and a grand group they were. Always ready to help a young fellow along.

That's my boss, Mr. Barrett (I call him Timmie), in the next-to-the-top row, about the center. He was about 43 years old then. We think he looks much the same today at 76, tall, distinguished looking, nice smile. There is a recent picture of him on the front of this book. He has mellowed a good deal in recent years. We think that he has done some of his best work in the past few years. While we don't get the benefit of his mechanical genius very often, it is always a pleasure to discuss our various developments and constructions with him. We don't hesitate to argue, and very constructive arguments they are. A lot of good comes from them. He has an amazing faculty for almost immediately pointing out the weakness in a machine, or in an argument, and his average is "tops".







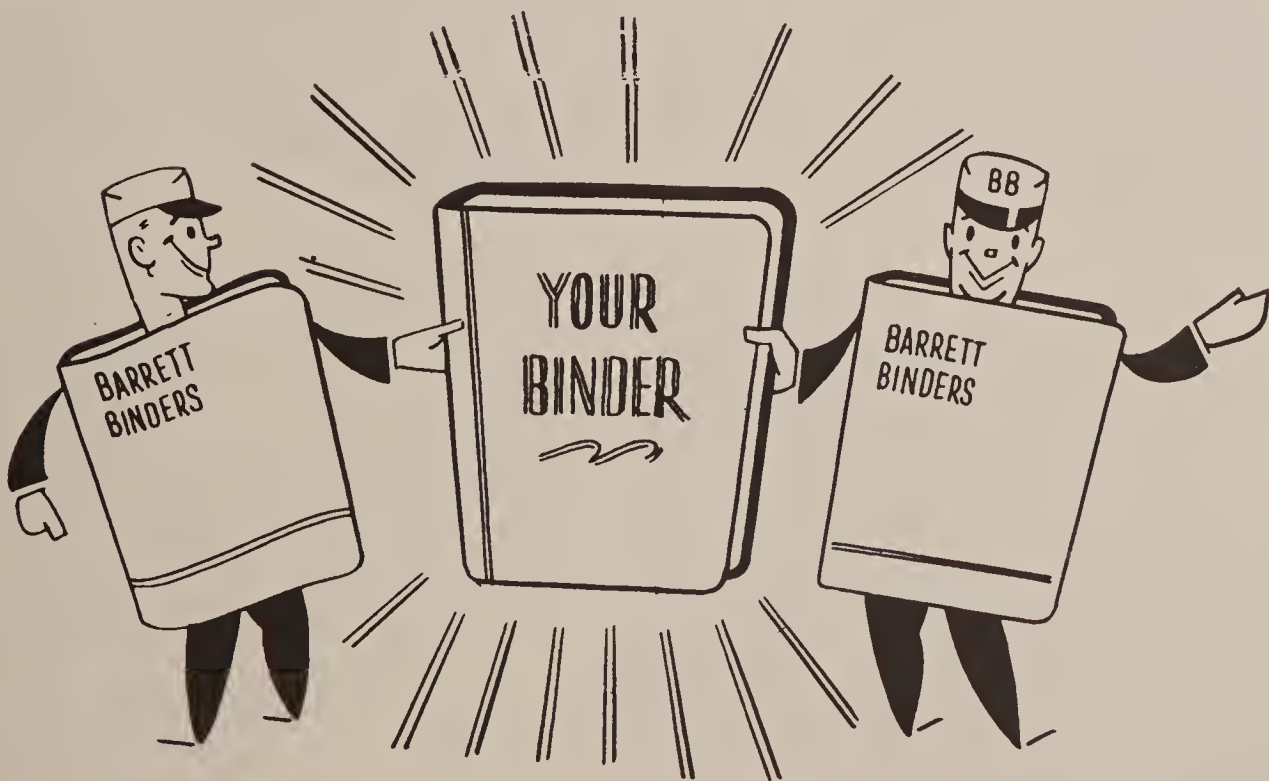
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Come in and visit us again sometime, won't you?

*E. H. Ted Wolfe*





## P O S T L U D E

(which the casual reader can readily skip)

Well, we thought that we had this history all finished - but when we came to making up the pages for the Planographer, we discovered that we had one page left over. Following our usual custom of "waste not", we herewith append this postlude which has cost nothing extra and may well be worth every cent of it. In the foregoing pages we have told you of The Barrett Bindery Co.'s past and present. How about our future?

We have been giving our future a good deal of thought in recent years. Our Industry is in a sort of "industrial revolution" and we believe that the next twelve years (by which time our Company will be celebrating its 100th birthday) will see a number of our competitors fail while others will prosper. We intend to be included amongst the latter - and to this end, have been spending large amounts of time and money in improving our facilities in all departments - particularly the Production and Sales Departments.

The president of another bindery expressed what appears to be the present philosophy of our trade - "When we haven't much business, we cut our prices in half, and when we are loaded, we double 'em!" Although we do not subscribe to that theory (particularly its first part), we have to go along with it to a certain extent. To do otherwise generally results in an empty factory.

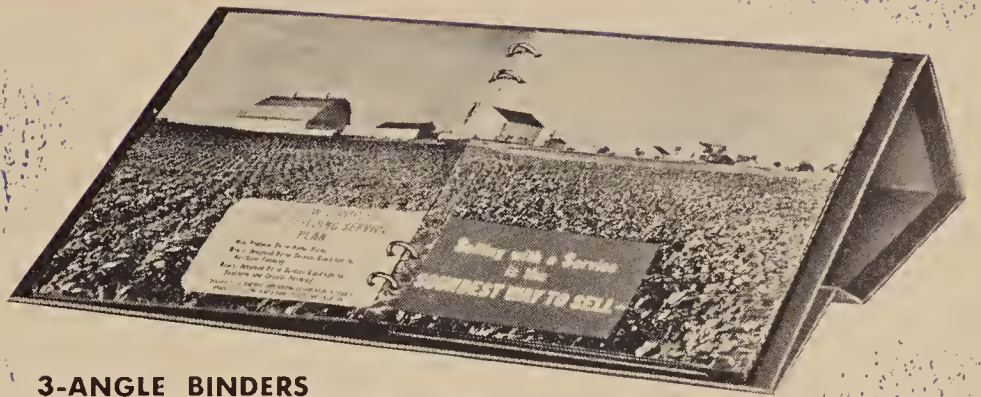
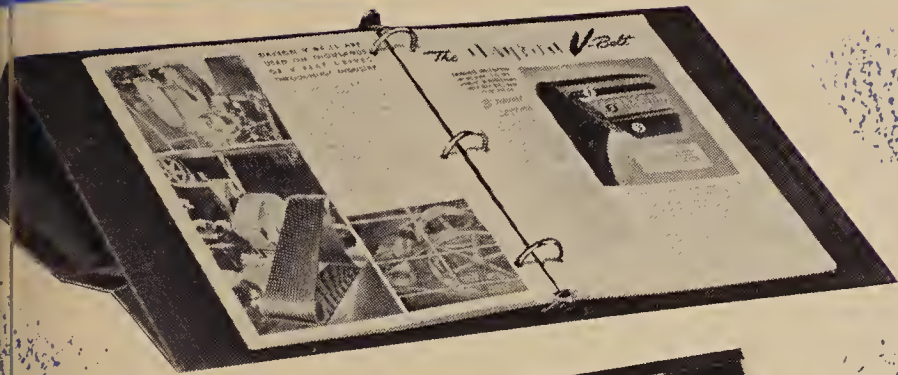
Of course, this is dangerous. Consider Wilson Jones Company with annual sales of around \$20,000,000.00 whose 1954 profit was \$54,000.00 (and that figure was only a little worse than what it had been for the preceding several years). They hope to solve their problem by adding new products to their line. Other firms, such as Pan-Art of Philadelphia, have spent tremendous amounts of money on automatic equipment to manufacture binders by new means and of materials new to our trade. Theirs are combined and welded using plasticized Vinyls. We do not believe that the big future of our trade lies in these materials although we have secured the exclusive distribution of Pan-Art binders for the Midwest.

We believe that our future lies in doing better work at greatly increased speeds. Mindful of our experience in the lean years of the early 30's, we have been preparing for the next recession - or depression. It's been strenuous - and expensive -but we are well on our way to having the finest mechanical facilities in the trade and Bill Truax is presently working to be in that same position with his sales force. Our Company's future will tell the story - let's hope it's a good one.

*Ted*



# Barrett SALES PRESENTATION BINDERS



**3-ANGLE BINDERS**  
— for UNBROKEN DOUBLE SPREADS

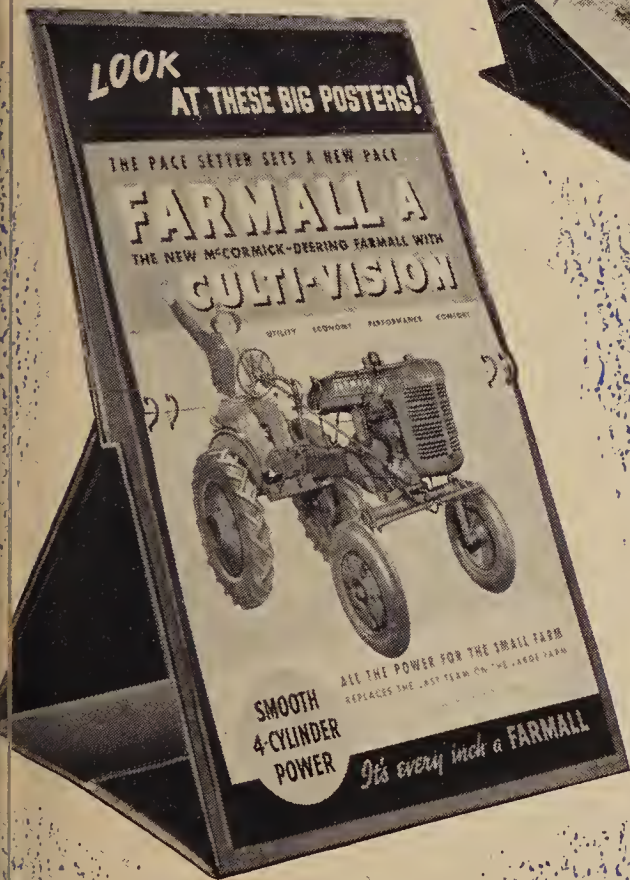
**GE BINDERS**  
**WIRING MECHANISMS**



**DROP-LEAF**  
**BINDERS**



**SOLO-VIEW**  
**BINDERS**



**UPRIGHT DISPLAY BINDERS**



**3-ANGLE ZIPPER KITS**

A survey recently made in Chicago showed that —  
Salesmen equipped with catalogs made 4.9 sales per 100 calls  
Salesmen backed up by direct-by-mail made 8.6 sales per 100 calls  
Salesmen equipped with **SALES PRESENTATION BINDERS** made 38.7 sales per 100 calls





*The Survey mentioned below showed that Salesmen equipped with Catalogs made 4.9 Sales per 100 Calls.*

# HERE'S WHY BARRETT SA

**BARRETT SALES PRESENTATION BINDERS** — in six entirely different basic patented constructions — were developed to help your sales force make more and better sales — in less time. Your sales story reaches you prospects in undiluted form when your sales force uses Barrett Sales Presentation Binders. They enable your salesmen to maintain continuity — without the obvious disadvantages of a "canned sales talk."

## HERE'S HOW A 30-MINUTE SALES TALK CAN (IF NECESSARY) BE PRESENTED IN 3 MINUTES.

A survey recently made in Chicago showed that—

- Salesmen equipped with catalogs made 4.9 sales per 100 calls.
- Salesmen backed up by direct-by-mail made 8.6 sales per 100 calls.
- Salesmen equipped with SALES PRESENTATION BINDERS made 38.7 sales per 100 calls.

**How is this possible?** Well—let's consider your own sales force. If it's about average, you have some top-notch salesmen — a good percentage of the more ordinary type and —regrettably — some below average salesmen. Your sales story sounds great the way your sales manager tells it. A few top-notch salesmen use this story and do a fine job. But — most salesmen tell only part of the story — and take too long to tell it — and the original carefully planned story is wasted. Equip your sales force with your own sales presentation — housed in one of our six entirely different basic patented constructions. It's the next best thing to having the sales manager along on each call. These binders set up in a couple of seconds — quicker than you prospect can say "too busy today." Even the weakest salesman can do a much better job — and the top-notch salesman can save time and make more calls.

**What goes to make up a good sales presentation?** Illustrations of your product—or your plant—action scenes—charts—figures—statistics—and a minimum of copy arranged with proper continuity on pages and — of course — housed in a Barrett Sales Presentation Binder. We carry these binders in stock in all six constructions and in many sizes of each construction. If you have a large sales force you'll probably want to print or lithograph your sheets. If you have less than 100 salesmen you may consider the inexpensive planograph process. If you have a few salesmen — even one for that matter — you can make a wonderful presentation using photographs and a small amount of typing or hand lettering. We carry blank leaves in stock in 3 colors — brown, black and white — as listed in the following pages.



*Salesmen backed up by Direct-by-Mail made 8.6 per 100 Calls.*

# YOU SHOULD USE PRESENTATION BINDERS

**BARRETT SALES PRESENTATION BINDERS** were developed for speed and convenience of operation. There are no flaps to fasten — no easels to attach. Your salesman places the binder on a desk or table — or holds it in his hand and — it opens automatically — ready for use — at the proper angle of display — in a couple of seconds. At the conclusion of his talk the binder can be closed and removed at the same high speed. Although ruggedly built, these binders are surprisingly light weight — and most of them are one-half the size of their contents. In other words, you can — among other sizes — present a series of unbroken displays, size 15" x 24", using a binder just a trifle larger than 15" x 12".



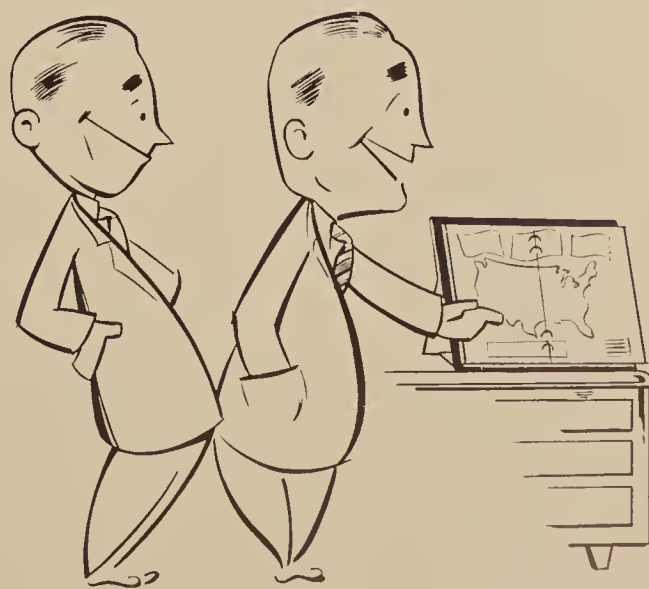
*Salesmen equipped with Sales  
Presentation Binders made 38.7  
Sales per 100 Calls.*

**Your salesman** will create a lasting impression when he uses a Barrett Sales Presentation Binder. Your prospects will remember him as the man who came in — who set up his display binder with one hand — in three seconds — who told his story in good sequential form — who illustrated his story with appropriate drawings, charts and statistics — who, when interrupted — was able to resume his story without back-tracking — who concluded his story in absolute minimum time — who asked for the order — and who picked up his sales presentation and walked away while it folded itself up ready for his next call.

**Your Sales force** will stand out—and do an outstandingly fine job—if you will equip them with a good sales presentation — housed in a Barrett Sales Presentation Binder.

The following pages will give you brief but complete information on each of our six entirely different basic patented constructions.

**Regardless** of your particular problem you'll find the right binder in the following pages. Note that all of these binders are carried in stock — you can buy one or many — and get immediate delivery. We also stock blank leaves in brown, black and white. Special binders in special sizes, colors or constructions can be made up promptly.



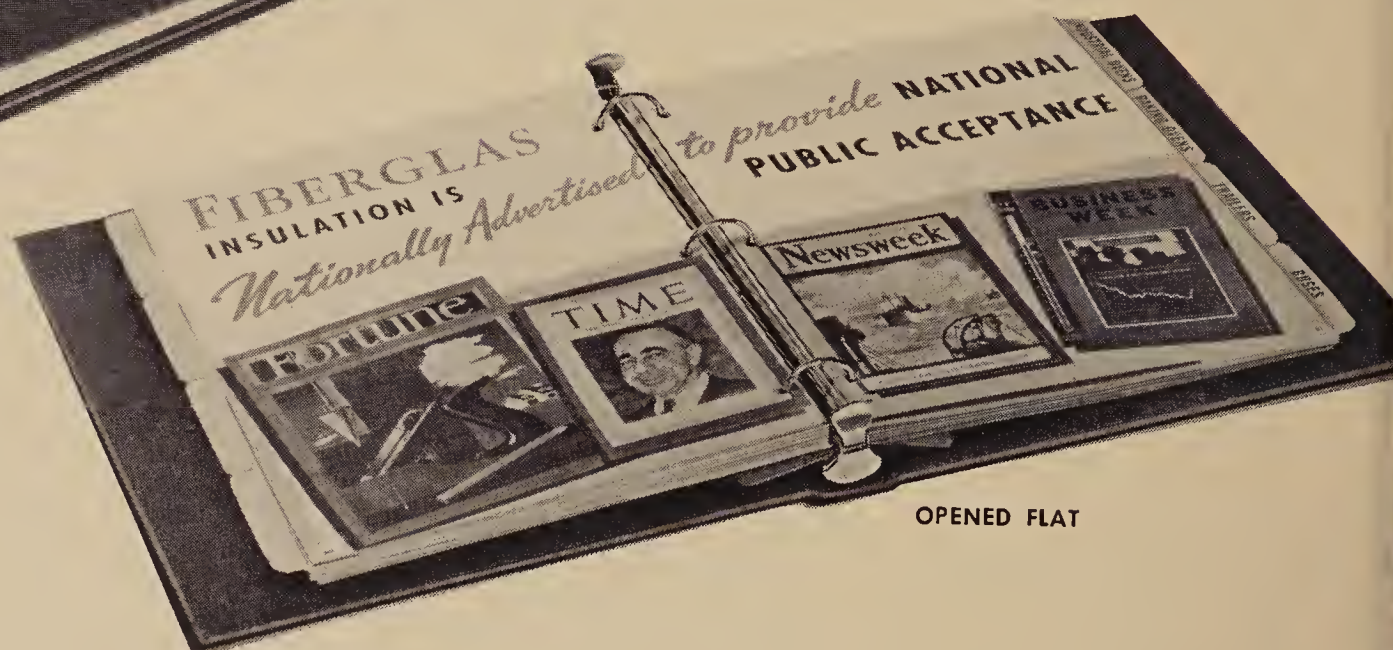
*It's the next best thing to having the Sales  
Manager along on each call.*



# BARRETT 3-ANGLE WITH CONVENTIONAL



CLOSED POSITION



OPENED FLAT

**BARRETT 3-ANGLE BINDERS** with conventional ring mechanisms are carried in stock in the various sizes and capacities listed below. We also stock blank leaves of proper size and punching in brown, black or white.

**GRADE A** — Chocolate brown leather grained (levant) finest quality heavy weight pyroxilin impregnated buckram over genuine binder's board — lever opening ring mechanisms — imitation leather linings. Fibreglass leaves.

Stock Binder Number	Sheet Size (Binding Side First)	Ring Diameter	Number of Rings	Outside Center to Center of Rings	Brown Mounting Sheets	Black Mounting Sheets	White Mounting Sheets
BA20	9½" x 6"	1"	3	7"			
BA45	11" x 8½"	1"	3	8½"	BR45	BL45	BW45
CA45	11" x 8½"	1½"	3	8½"	BR45	BL45	BW45
DA45	11" x 8½"	2"	3	8½"	BR45	BL45	BW45

**ACETATE ENVELOPES** can be furnished for any of these binders.

**POCKETS** can be added to any of the above stock binders. Plain pockets should be specified for holding up to ¼", Gusset pockets for holding up to ⅝", Special pockets for capacities greater than ⅝".

**SPECIAL 3-ANGLE BINDERS** can be made to order in almost any size, color or mechanism.

**ZIPPER CARRYING CASES** can be had for any of these binders.



# BINDERS

## MECHANISMS

**BARRETT 3-ANGLE BINDERS** . . . as their name implies . . . can be used . . . automatically . . . at the angle of your choice. Closed, they resemble an ordinary loose-leaf binder . . . not larger or bulkier. Open flat, they are used like any good loose-leaf binder. Then . . . at a touch they automatically elevate to  $25^{\circ}$  — the ideal angle for reading . . . and . . . the  $25^{\circ}$  position permits them to be held rigidly in one hand if desired. Another touch and they elevate themselves to the  $65^{\circ}$  position . . . the proper angle for use in addressing a larger group. In any position binders stand rigid and firm . . . long-lived . . . they take plenty of use . . . and abuse . . . they set up automatically. . . in less than three seconds . . . nothing to fuss with . . . hundreds of thousands of these binders are in use. They are carried in stock in the sizes listed below . . . or made specially . . . to order.



DISPLAYED  
AT  $25^{\circ}$  ANGLE



DISPLAYED AT  $65^{\circ}$  ANGLE

Two other popular types of Barrett 3-Angle Sales Presentation Binders are described on the following pages 6, 7, 8 and 9.





CLOSED POSITION

**BARRETT 3-ANGLE BINDERS** for unbroken double page illustrations are equipped with our patented arch mechanism. Standard arches are designed to hold up to  $\frac{1}{2}$ " capacity of sheets. Over-size arches, capable of holding up to  $\frac{3}{4}$ " of sheets can be had on special orders. The individual pairs of arches are spaced  $1\frac{1}{2}$ " center to center. The center-to-center spacings of the different pairs of arches are listed in the chart below.

**GRADE A**—Chocolate brown leather grained (levant) finest quality heavy weight pyroxilin impregnated buckram over genuine binder's board. Patented arch mechanisms, imitation leather linings, special booster type fly leaves.

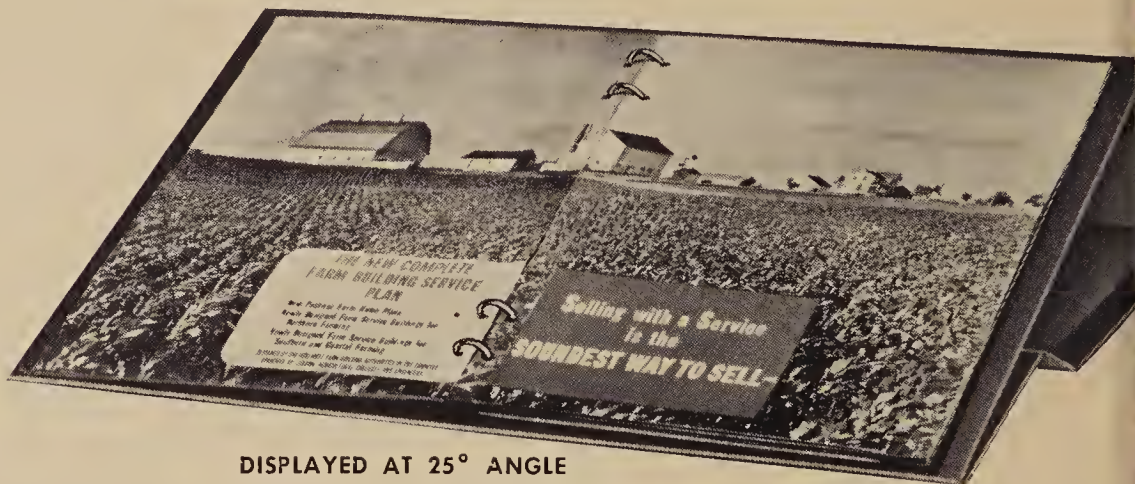
# BARRETT 3-ANGLE

FOR UNBROKEN DO

**BARRETT 3-ANGLE BINDERS** designed to hold and play a number of unbroken double page illustrations are carried in stock in the various sizes listed below. We also stock blank leaves of proper size and pattern. NO-SAG punching in brown, black or white.



OPENED FLAT



DISPLAYED AT 25° ANGLE

Stock Binder Number	Sheet Size (Binding Side First)	Double Page Spread Size (Binding Side First)	Arch Capacity	Center to Center of Arches (Outside)	Center to Center of Arches (Inside)	Brown Mounting Sheets	Black Mounting Sheets	White Mounting Sheets
EA51	12" x 10"	12" x 20"	$\frac{1}{2}$ "	9"	6"	ER51	EL51	EW51
EA73	15" x 12"	15" x 24"	$\frac{1}{2}$ "	12"	9"	ER73	EL73	EW73
EA89	20" x 15"	20" x 30"	$\frac{1}{2}$ "	15"	12"	ER89	EL89	EW89
EA93	24" x 18"	24" x 36"	$\frac{1}{2}$ "	18"	15"	ER93	EL93	EW93

**ACETATE ENVELOPES** can be furnished for any of these binders.

**POCKETS** can be added to any of the above stock binders. Plain pockets should be specified for holding up to  $\frac{1}{4}$ ", Gusset pockets for holding up to  $\frac{5}{8}$ ".

**SPECIAL 3-ANGLE BINDERS** can be made to order in almost any size or color.

**CLOSING FLAPS** equipped with snap fasteners can be added to any binders.

**OVERSIZE ARCHES** with  $\frac{3}{4}$ " capacity can be substituted for the regular  $\frac{1}{2}$ " capacity arches.

**LEATHER HANDLES** for ease in carrying can be added to any of these binders.

**ZIPPER CARRYING CASES** can be had for any of these binders.



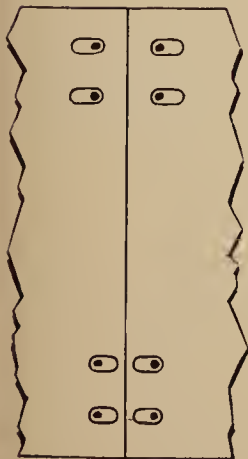
# BINDERS

## ILLUSTRATIONS

**BARRETT 3-ANGLE BINDERS** . . . for unbroken double page illustrations . . . include all of the structural advantages listed on pages 4 and 5 . . . PLUS . . . the added feature of unbroken double page illustrations . . . and as many of them as you want! This is made possible by our patented NO-SAG punching (patent 2,155,924) as explained at the bottom of this page. Here you have a binder that is half the size of the contents. For example . . . if your sales presentation requires unbroken pages as large as 24" x 36" . . . your salesman only has to carry a binder a little larger than 24" x 18". Carried in stock in the sizes listed below . . . or made specially to order.



DISPLAYED AT 65° ANGLE

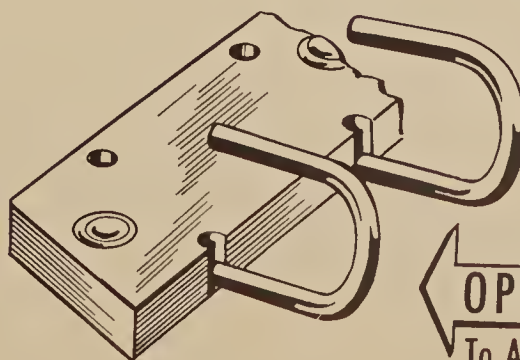
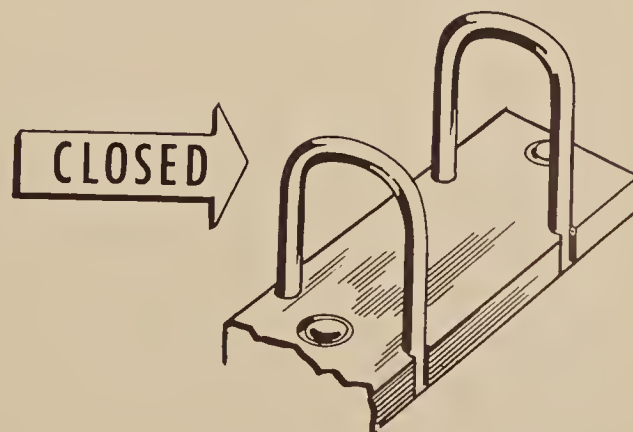


### PERFECT PRINTING REGISTER

The specially constructed straight-sided arch loose leaf mechanism, in combination with our No-Sag (Patent 2,155,924) punching, affords perfect printing register between right and left-hand pages. Sheets lie perfectly flat against the binder and do not sag. Pages turn as in a book.

NO-SAG PUNCHING

SUPPLIED ON STOCK SHEETS



OPENED

To Add Sheets

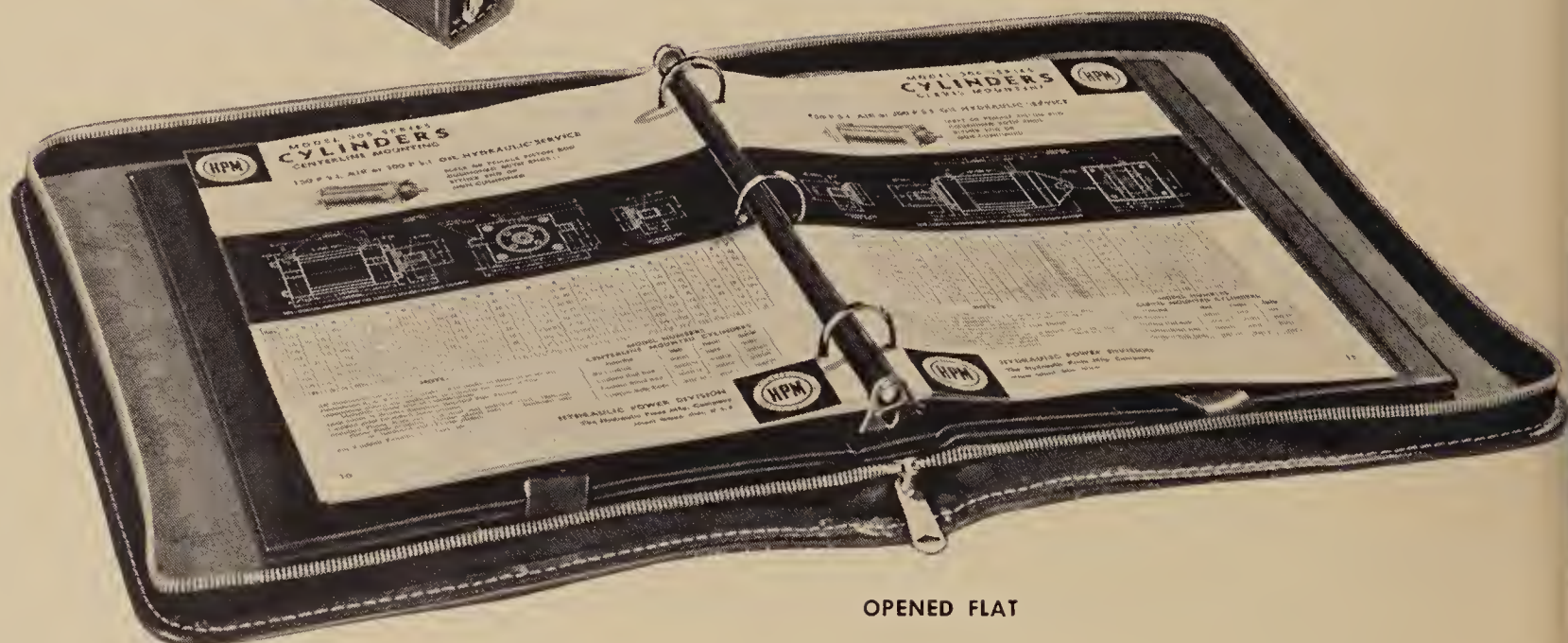


# BARRETT 3-ANGLE



CLOSED  
FOR CARRYING

YOUR SALES STORY reaches your prospects in undiluted form when your sales force uses Barrett Sales Presentation Binders.



OPENED FLAT

**BARRETT 3-ANGLE ZIPPER KITS** are carried in stock, equipped with high grade conventional ring mechanisms as listed below. We also stock blank leaves of proper size and punching in brown, black or white. Acetate envelopes can be furnished for these Zipper Kits.

**SPECIAL SIZES**, special mechanisms or special colors can be made to order.

**MATERIALS** . . . The Zipper Case is made of high grade luggage quality Tufhide in the popular London Tan color. The 3-Angle Binder is bound in imitation leather to blend with the case linings, and is similar in construction to our standard 3-Angle Binders described on pages 4 and 5.

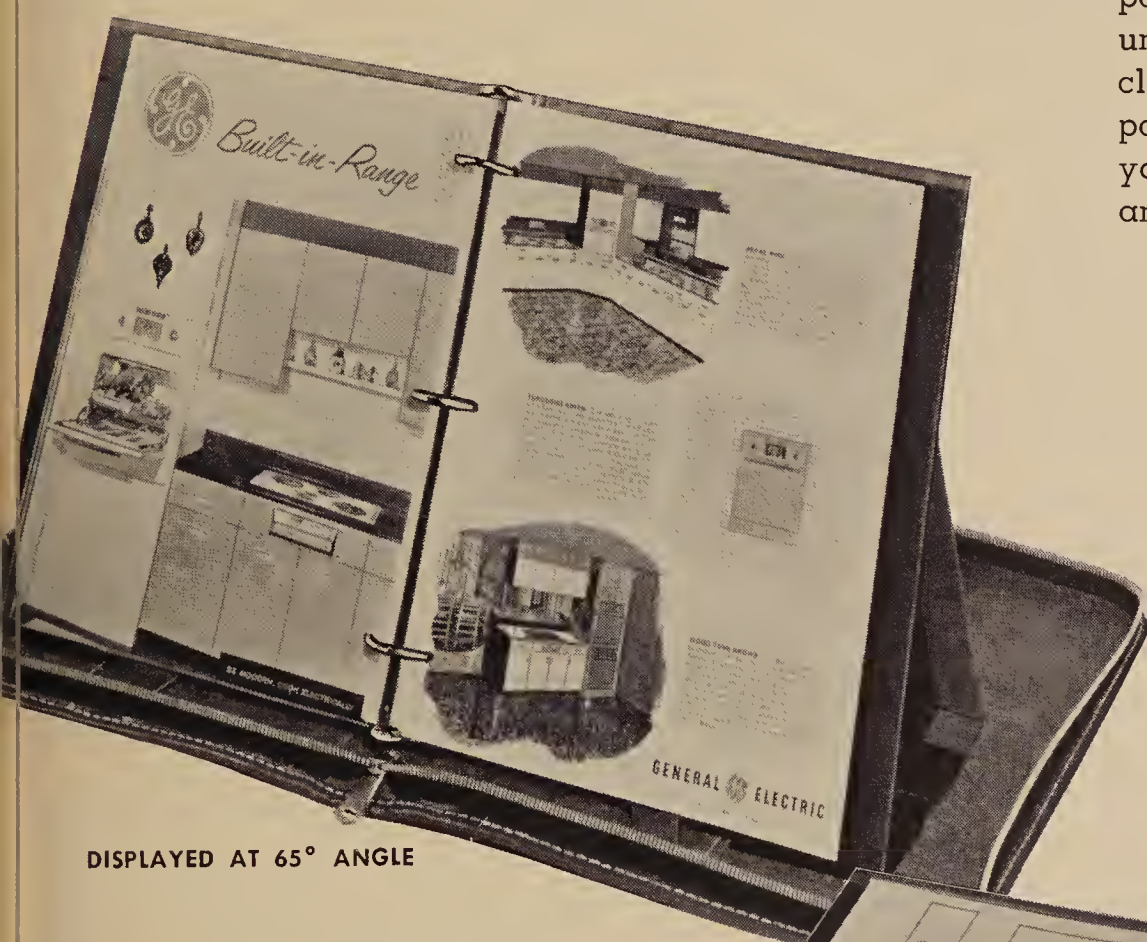
Stock Binder Number	Sheet Size (Binding Side First)	Ring Diameter	Number of Rings	Outside Center to Center of Rings	Zipper Case Size	Brown Mounting Sheets	Black Mounting Sheets	White Mounting Sheets
<b>ZK45</b>	11" x 8½"	1"	3	8½"	14" x 11"	<b>BR45</b>	<b>BL45</b>	<b>BW45</b>



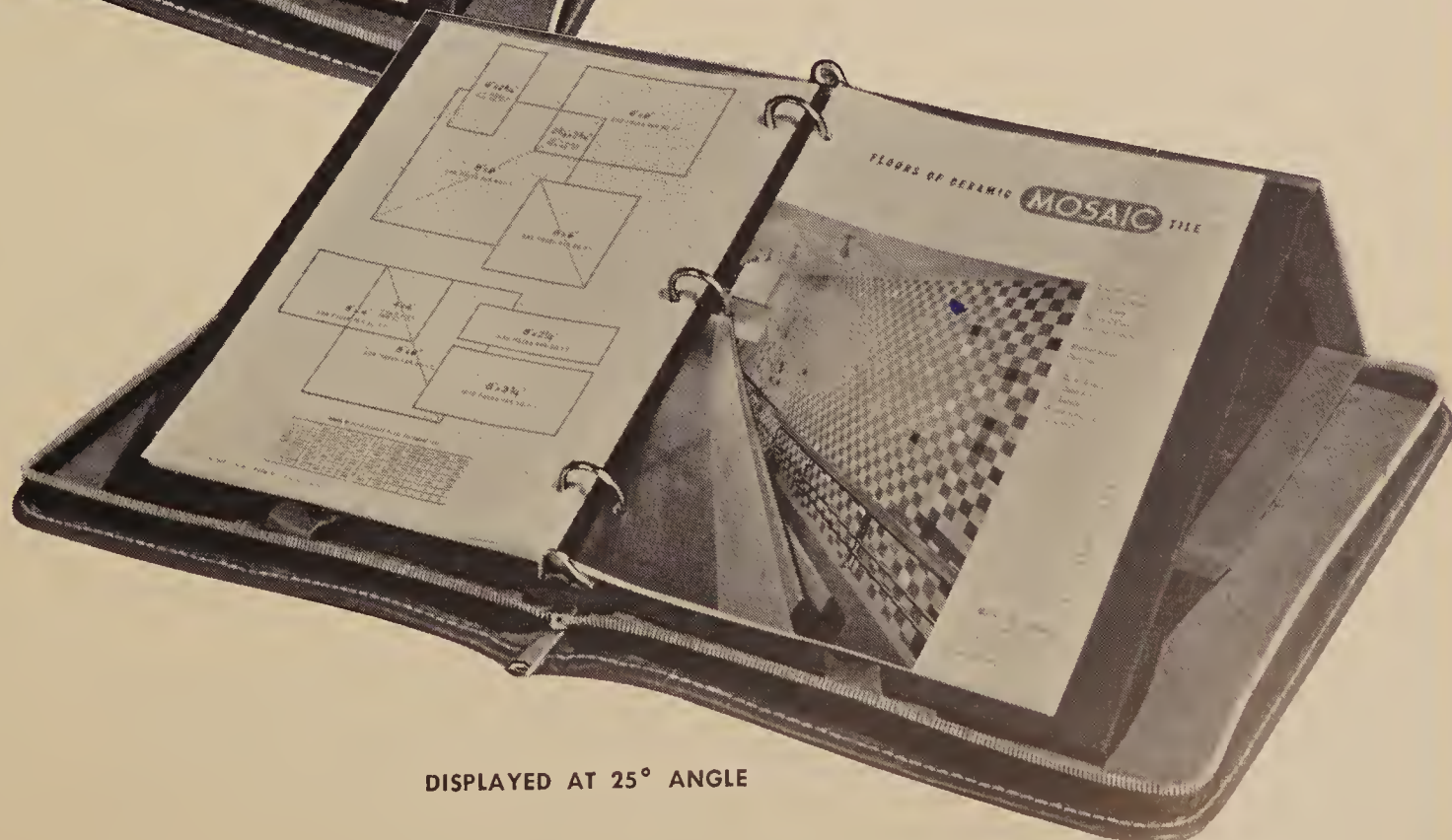
# ZIPPER KITS

**THE BARRETT 3-ANGLE ZIPPER KIT** is a self-contained unit. It is a high grade zipper case with a removable 3-Angle Display Binder insert. The zipper case includes two pockets for holding loose leaves, etc. The Barrett 3-Angle Display Binder unit is fastened into the zipper case with two snap fasteners, and can be readily removed. These Zipper Kits include all of the display features and advantages of the Barrett 3-Angle Ring Binders described on pages 4 and 5 of this booklet . . . PLUS the unique advantages of a snug zipper enclosure. Here you have a beautiful, compact, convenient, weatherproof unit that your sales force will be proud to carry and use.

- BEAUTIFUL
- COMPACT
- CONVENIENT
- WEATHER PROOF



DISPLAYED AT 65° ANGLE



DISPLAYED AT 25° ANGLE

Two other types of Barrett 3-Angle Sales Presentation Binders are described on the preceding pages 4, 5, 6, 7.





CLOSED

# BARRETT UPRIGHT

formerly known as  
**FOR UNBROKEN DOUBLE PAGES**

**BARRETT UPRIGHT DISPLAY BINDERS** designed to hold and display a number of unbroken double page illustrations are carried in stock in the various sizes listed below. We also stock blank leaves of proper size and punching in brown, black or white.

**BARRETT UPRIGHT BINDERS** for unbroken double page illustrations are carried in stock in the various sizes listed below. We also stock blank leaves of proper size and punching in brown, black or white.

**GRADE A** — Chocolate brown leather grained (levant) finest quality heavy weight pyroxilin impregnated buckram over genuine binder's board. Patented arch mechanisms, imitation leather linings, special booster type fly leaves.



TO SET UP

Stock Binder Number	Sheet Size (Binding Side First)	Double Page Spread Size (Binding Side First)	Arch Capacity	Center to Center of Arches (Outside)	Center to Center of Arches (Inside)	Brown Mounting Sheets	Black Mounting Sheets	White Mounting Sheets
<b>UA51</b>	12" x 10"	12" x 20"	1/2"	9"	6"	<b>UR51</b>	<b>UL51</b>	<b>UW51</b>
<b>UA73</b>	15" x 12"	15" x 24"	1/2"	12"	9"	<b>UR73</b>	<b>UL73</b>	<b>UW73</b>
<b>UA89</b>	20" x 15"	20" x 30"	1/2"	15"	12"	<b>UR89</b>	<b>UL89</b>	<b>UW89</b>
<b>UA93</b>	24" x 18"	24" x 36"	1/2"	18"	15"	<b>UR93</b>	<b>UL93</b>	<b>UW93</b>

**ACETATE ENVELOPES** can be furnished for any of these binders.

**POCKETS** can be added to any of the above stock binders. Plain pockets should be specified for holding up to 1/4", Gusset pockets for holding up to 5/8".

**SPECIAL UPRIGHT BINDERS** can be made to order in almost any size or color.

**CLOSING FLAPS** equipped with snap fasteners can be added to any binders.

**OVERSIZE ARCHES** with 3/4" capacity can be had for any of these binders.

**LEATHER HANDLES** for ease in carrying can be added to any of these binders.

**ZIPPER CARRYING CASES** can be had for any of these binders.

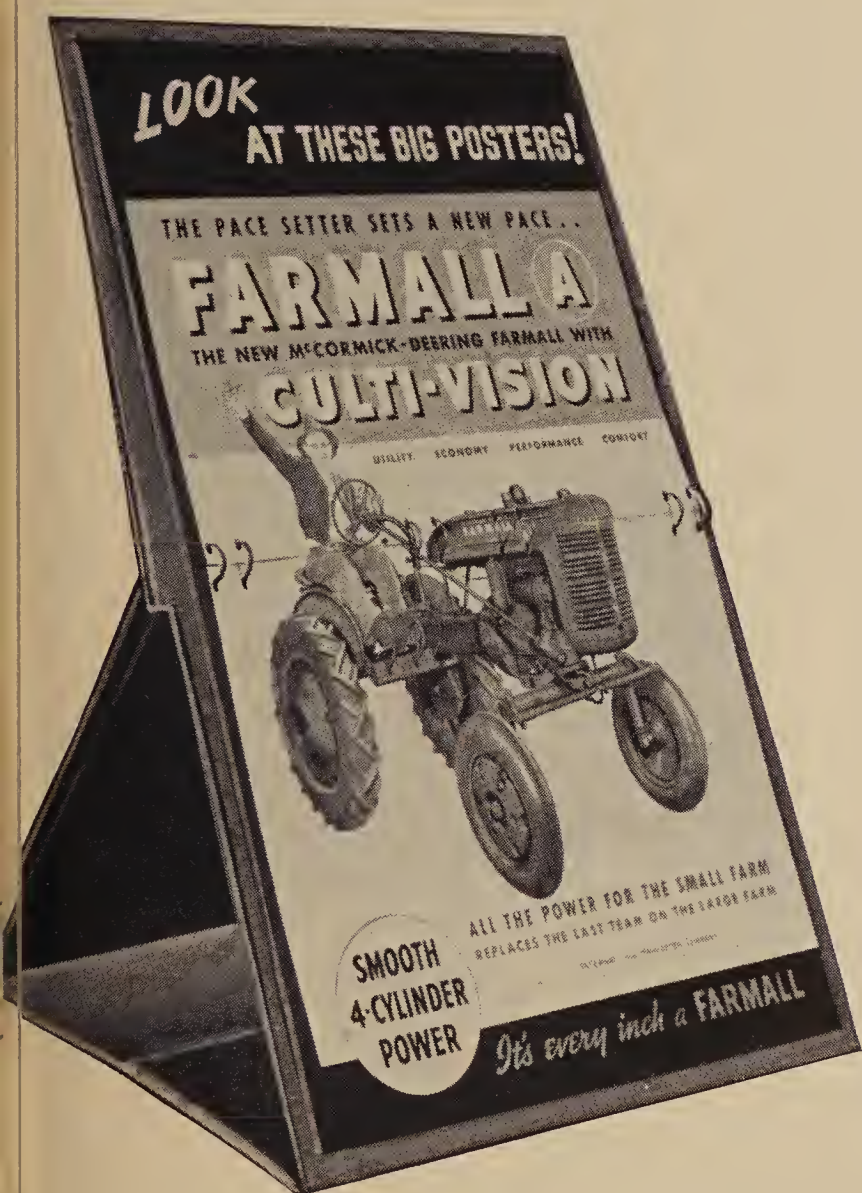


# DISPLAY BINDERS

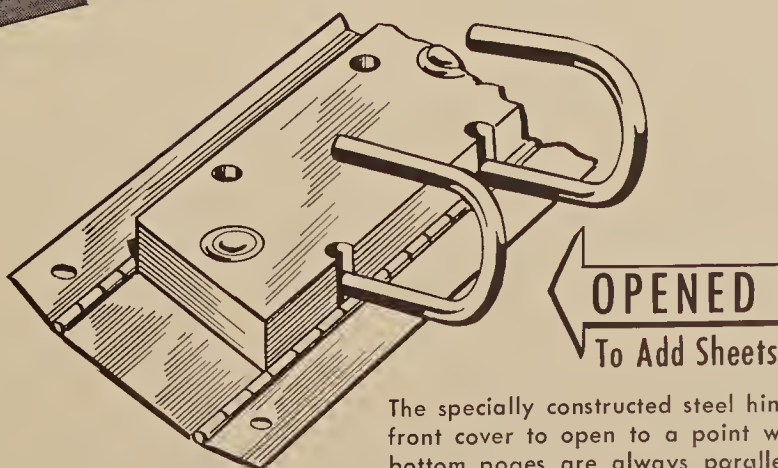
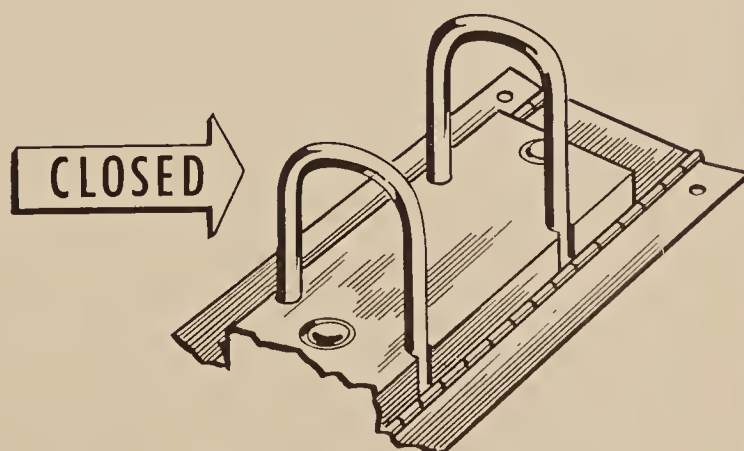
## Barrett Easy-Easel Binders WITH ILLUSTRATIONS

**BARRETT UPRIGHT BINDERS** are the perfect binders for vertical display. Included in their many advantages you'll find that . . . they allow an unbroken double page spread . . . with the binder just half the size of the display . . . and with perfect register of your printing across the center juncture of your double page displays . . . they set up automatically . . . in two seconds . . . or less . . . absolutely rigid . . . no snaps or supports to attach . . . they fold down automatically . . . they're no bulkier than ordinary binders . . . they're loose leaf

. . . carried in stock in four sizes . . . blank leaves carried in stock . . . acetate envelopes available too . . . many thousands of these binders are in use . . . beautifully bound . . . with specially constructed steel limit hinges . . . ask for a demonstration.



though we generally make these binders for sizes from 12" x 10" up to 24" x 36", the National Harvester Co. had us make up a giant 60" Upright Display Binder nearly 6 feet tall.



The specially constructed steel hinges allow the front cover to open to a point where top and bottom pages are always parallel.





CLOSED POSITION

# BARRETT SOLO-VIEW

formerly known  
FOR SHOWING ONLY

**BARRETT SOLO-VIEW BINDERS** for showing only one sheet at a time are carried in stock in the various sizes listed below. We also stock blank leaves of proper size and punching in brown, black or white.

**GRADE A** — Chocolate brown leather grained (levant) finest quality heavy weight pyroxilin impregnated buckram over genuine binder's board, 6 ring lever opening mechanisms, imitation leather linings.

**CAPACITIES** of 5/8" of sheets can be held by 1" diameter rings and 1" of sheets by 1 1/2" diameter rings.

**ACETATE ENVELOPES** can be furnished for any of these binders.

**POCKETS** can be added to any of the above stock binders. Plain pockets should be specified for holding up to 1/4", Gusset pockets for holding up to 5/8".

**SPECIAL SOLO-VIEW BINDERS** can be made to order in almost any size, color or mechanism.

**CLOSING FLAPS** equipped with snap fasteners can be added to any specially-made binders.

**LEATHER HANDLES** for ease in carrying can be added to any of these binders.

**ZIPPER CARRYING CASES** can be had for any of these binders.



TO SET UP

Stock Binder Number	Sheet Size (Binding Side First)	Ring Diameter	Number of Rings	Center to Center of Rings (in Inches)	Brown Mounting Sheets	Black Mounting Sheets	White Mounting Sheets
BOUND ON LONG SIDE							
SA45	11" x 8 1/2"	1"	3	4 1/4-4 1/4	SR45	SL45	SW45
SA51	12" x 10"	1"	6	2-2-2-2-2	SR51	SL51	SW51
SA73	15" x 12"	1"	6	2 1/2-2 1/2-2 1/2-2 1/2-2 1/2	SR73	SL73	SW73
SA89	20" x 15"	1 1/2"	6	2 3/4-2 3/4-6-2 3/4-2 3/4	SR89	SL89	SW89
SA93	24" x 18"	1 1/2"	6	4 1/4-4 1/4-4 1/2-4 1/4-4 1/4	SR93	SL93	SW93
BOUND ON SHORT SIDE							
TA15	6" x 9"	1"	6	3/4-3/4-1 1/2-3/4-3/4	TR15	TL15	TW15
TA45	8 1/2" x 11"	1"	3	2 3/4-2 3/4	TR45	TL45	TW45
TA51	10" x 12"	1"	6	1 3/4-1 3/4-1 3/4-1 3/4-1 3/4	TR51	TL51	TW51
TA73	12" x 15"	1"	6	2-2-2-2-2	TR73	TL73	TW73
TA89	15" x 20"	1 1/2"	6	2 1/2-2 1/2-2 1/2-2 1/2-2 1/2	TR89	TL89	TW89
TA93	18" x 24"	1 1/2"	6	2 3/4-2 3/4-4-2 3/4-2 3/4	TR93	TL93	TW93



# BINDERS

Barrett Tumble-Top Binders  
SET AT A TIME

**MANY OF OUR CUSTOMERS** tell us that Barrett Solo-View Binders actually pay for themselves . . . because they eliminate the necessity of cloth hinging the sheets . . . and if there are a reasonable number of sheets per binder the hinging used to cost more than the old fashioned binders . . . every sheet lies absolutely flat . . . no bulging . . . because of our patented concealed hinge construction . . . sheets last longer . . . you can get twice as many sheets per binder . . . because you don't have to hinge them . . . your sheets can be

inserted in one-tenth the time formerly required . . . binders set up automatically . . . in less than three seconds . . . they're foolproof . . . no bulkier than ordinary binders . . . carried in stock in eleven different sizes (as listed on page 12) . . . loose leaf . . . beautifully bound . . . extremely durable . . . many, many thousands in use.

If you are in Chicago, we would like to invite you to visit our factory display rooms at 1330 West Monroe Street. Here among the other 62 different types of Barrett Loose Leaf Binders, we can show you many examples of Barrett Solo View Binders now being used on a wide variety of applications.

If it is not practical for you to visit us, may we suggest that you 'phone or write us a brief description of your requirements and we will arrange to have samples brought to you.



READY FOR USE

## THE REASON WHY EXPENSIVE CLOTH HINGING OF SHEETS IS ELIMINATED

By means of a special concealed metal hinge construction and the fastening of a ring metal on a separate stub, adjacent to the easel, each sheet lies perfectly flat against the easel.

- 1 POSITION 1** in the drawings shows all sheets in front with page 1 on top. Special construction prevents easel board from falling against the back cover.
- 2 POSITION 2** shows the angle of the stub when half the sheets are in front and half in back. As the weight of each sheet is taken from the front and placed in back, the ring metal pivots slightly. The weight of each sheet turns the ring metal a trifle.
- 3 POSITION 3** shows the last page lying perfectly flat against the easel. The weight of all the sheets in back has turned the ring metal to its maximum position. The rings cannot turn beyond this point.







CLOSED POSITION

# BARRETT DROP-LEAF

THE MOST RECENT DEVELOPMENT

THESE NEW BARRETT DROP-LEAF BINDERS represent an important improvement over the earlier construction in that both the upper and lower leaves are displayed at an angle.

**BARRETT DROP-LEAF BINDERS** are carried in stock in the various sizes listed below. We also stock blank leaves of proper size and punching in brown, black or white.

**GRADE A** — Chocolate brown leather grained (levant) finest quality heavy weight pyroxilin impregnated buckram over genuine binder's board. Lever opening ring mechanisms, imitation leather linings.



TO SET UP

Stock Binder Number	Sheet Size (Binding Side First)	Ring Diameter	Number of Rings	Outside Center to Center of Rings	Brown Mounting Sheets	Black Mounting Sheets	White Mounting Sheets
<b>FA45</b>	11" x 8½"	1"	3	8½	<b>BR45</b>	<b>BL45</b>	<b>BW45</b>
<b>FA51</b>	12" x 10"	1"	6	2-2-2-2-2	<b>SR51</b>	<b>SL51</b>	<b>SW51</b>
<b>GA73</b>	15" x 12"	1"	6	2½-2½-2½-2½-2½	<b>SR73</b>	<b>SL73</b>	<b>SW73</b>

**ACETATE ENVELOPES** can be furnished for any of these binders.

**POCKETS** can be added to any of the above stock binders. Plain pockets should be specified for holding up to ¼", Gusset pockets for holding up to ⅝".

**SPECIAL DROP-LEAF BINDERS** can be made to order in almost any size, color or mechanism.

**CLOSING FLAPS** equipped with snap fasteners can be added to any of these binders.

**LEATHER HANDLES** for ease in carrying can be added to any of these binders.

**ZIPPER CARRYING CASES** can be had for any of these binders.



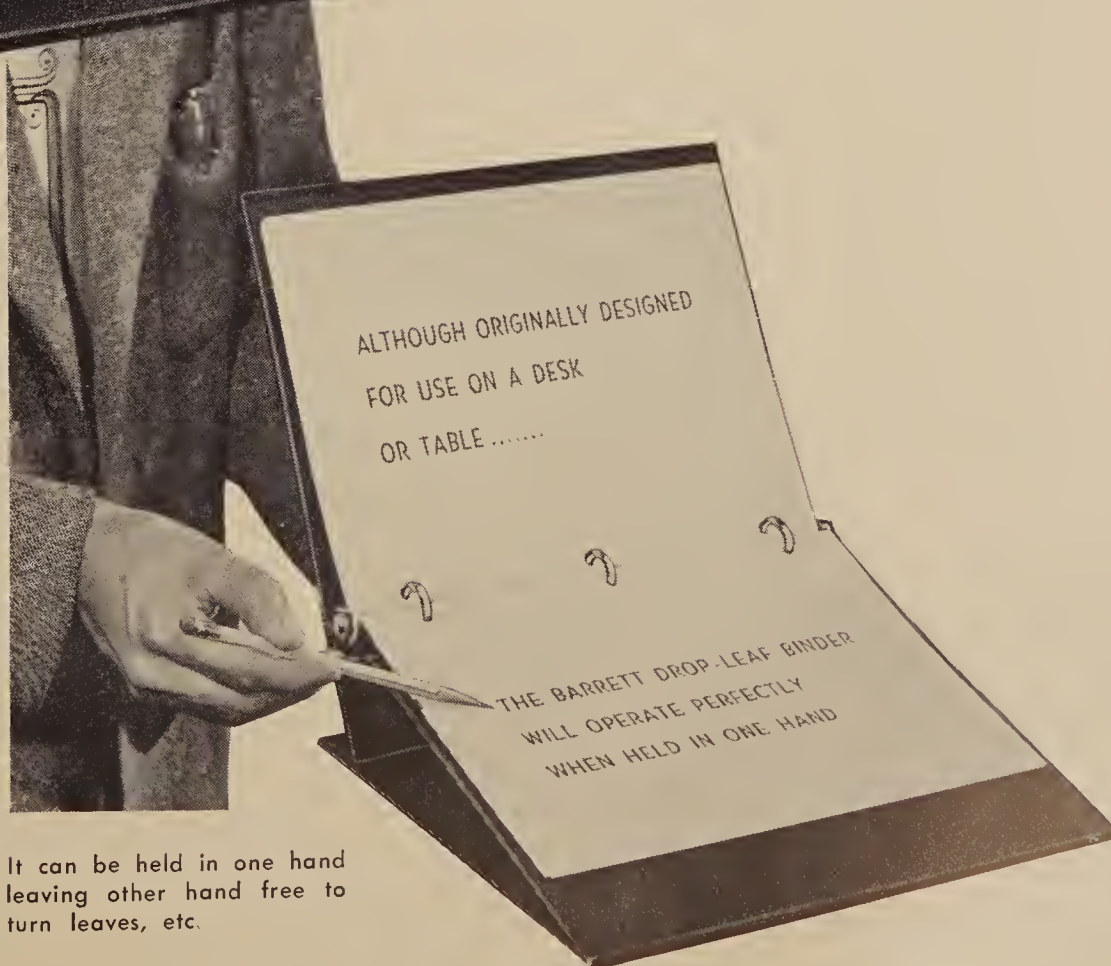
## SALES PRESENTATION BINDERS

automatically — in less than 3 seconds. The leaves are in the upright position at the start of the presentation . . . and your salesman merely moves them forward slightly and releases them . . . so that they fall . . . by gravity . . . to the lower angle of display . . . always on the ideal angle . . . never flat. In the event you wish to display two pages at one time, the leaves can be printed two sides . . . in proper sequence . . . and the lower leaf will be well

displayed . . . because it's on an angle. Carried in stock . . . as listed below . . . or made specially — to order.



For other styles and construction of Sales Presentation Binders, see pages 6 to 13 of this booklet.



It can be held in one hand leaving other hand free to turn leaves, etc.





Occupied solely by the Barrett Bindery Co.

You will find that there is a Barrett Loose Leaf Binder for every use. We regularly manufacture 62 different kinds and constructions of loose leaf binders and have the facilities to design and manufacture entirely special devices for your possible special needs.

The following booklets—some of them are technical—some are catalogs and some are price lists—are available to you:

Booklets on Loose Leaf Binders.

Catalog Binders, Angle Back.....	Booklet No. 544
Catalog Binders, Flex. Back.....	Booklet No. 523
Ring Binders .....	Booklet No. 525
Sales Presentation Binders.....	Booklet No. 551
Sales Presentations .....	Booklet No. 517
Cord Binders .....	Booklet No. 524
Fibre Binders .....	Booklet No. 526
Magazine Binders .....	Booklet No. 522
Special Developments .....	Booklet No. 527

Booklets on the Finishing of printed materials.

Mechanical Binding .....	Booklet No. 516
Index Die Cutting.....	Booklet No. 529
Punch, Drill & Perf.....	Booklet No. 528
Steel Rule Die Cutting.....	Booklet No. 486
Hollow Die Cutting.....	Booklet No. 485
Eyeletting .....	Booklet No. 488
Easels (Card Board).....	Booklet No. 512
Gummed Seals .....	Booklet No. 518
Paraffin Coating .....	Booklet No. 487

Ask for your free copy of any of the above.

Sales Presentation Binder Booklet No. 55

# *The Barrett Bindery Co.*

Since 1867

Factory and General Offices:

1330 WEST MONROE STREET • CHICAGO 7, U.S.A



# Barrett

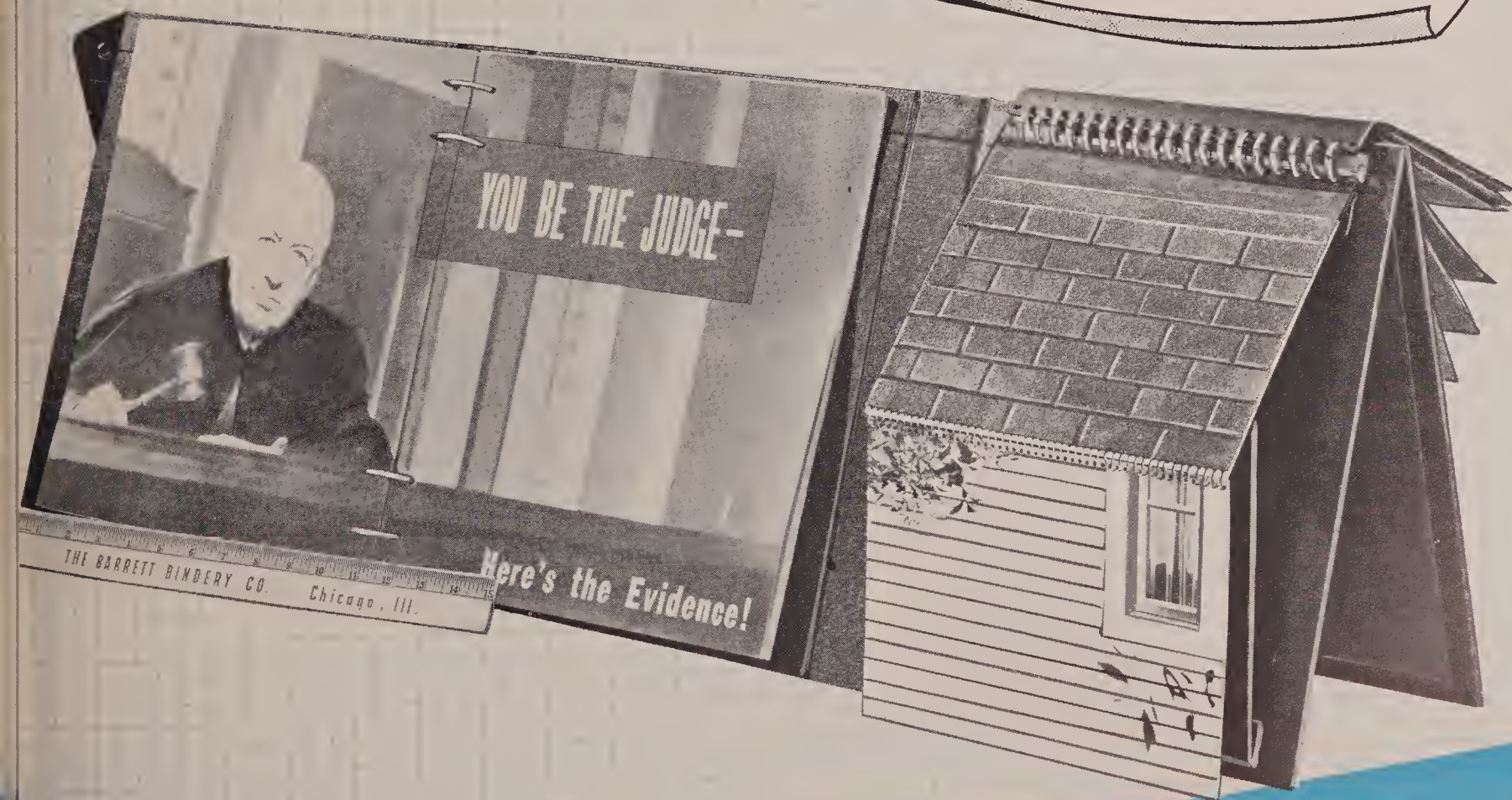
## SPECIAL DEVELOPMENTS IN LOOSE LEAF BINDERS

### THE PROBLEM:

United States Gypsum Co. required portable sales kits that would enable salesman to show prospective customer how his own home would look if roofed with any of their many styles, shapes and colors of asphalt shingles.

### THE SOLUTION:

The Barrett Bindery Co. developed true miniature roofs, die cut and covered with actual granules, then developed special machinery to make the different styles and colors of miniature roofs at reasonable cost, and finally developed a special display binder including a loose leaf section of authentic color miniatures of exteriors of homes. In use the prospective customer selects external wall similar to his own home, then various roofs are placed in proper position by special loose leaf mechanism, enabling him to actually see just how his own home will look—with various roofs. Result—tremendous increase in roofing sales.



The Barrett Bindery Co. operates a Special Engineering and Development Department to create Special Loose Leaf Binders and Display Constructions for your special needs. Here are just a few examples—

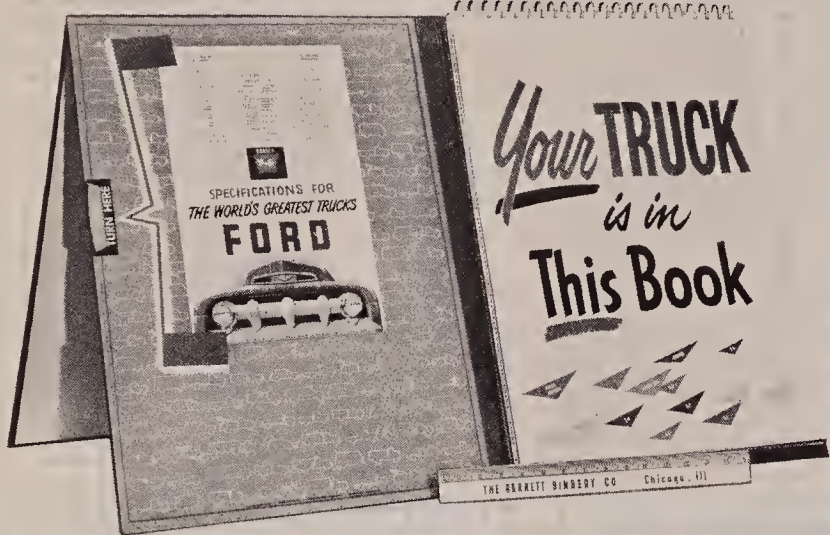


### THE PROBLEM:

Ford Motor Co. needed large sized display binders to illustrate the important features in their line of trucks. All noteworthy technical details of all thirteen models must be immediately visible — in some unusual manner.

### THE SOLUTION:

We designed and made binders, using our patented "V-A" construction (see Catalog No. 521) with a large colorful revolving calculator dial built inside front cover. The features were printed on leaves which we cut, die cut, indexed, gathered and Cercla bound for insertion inside rear cover.



### THE PROBLEM:

Sears Roebuck required loose leaf swatch books for use in Catalog Order Depts. Must hold 24 separate sections, many with bulky swatches attached. Each section must lie flat in use. Each section to be readily removable. Binder must take abnormal use and abuse.

### THE SOLUTION:

We combined some of the features of the Barrett Multiple Binder (see our Catalog No. 522) and the Barrett Emerson Binder (Catalog No. 524) and added an entirely new feature too, with results as pictured below. Another satisfied customer—and a good order.

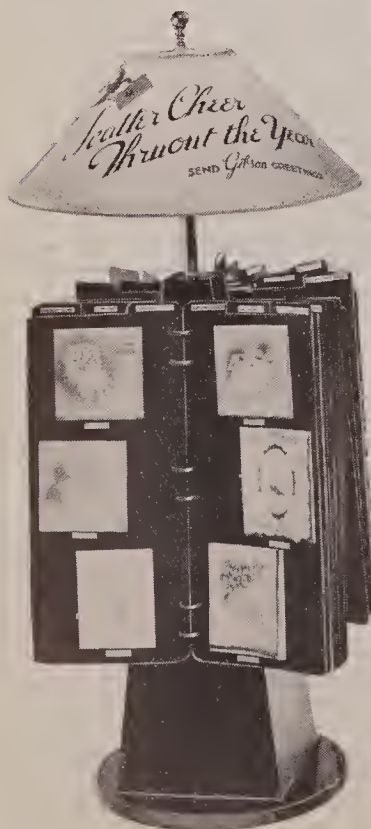


### THE PROBLEM:

Gibson Greetings needed loose leaf counter displays for line of greeting cards. Must be different to any existing displays. Must attract attention. Must take relatively small space on counter. Must be easy and obvious to use.

### THE SOLUTION:

We designed and made lamps, using loose leaf binding technique. The light served to illuminate the merchandise and also attracted attention. The small but fairly heavy cast iron base was finished in enamel to blend with the imitation leather pyramid.

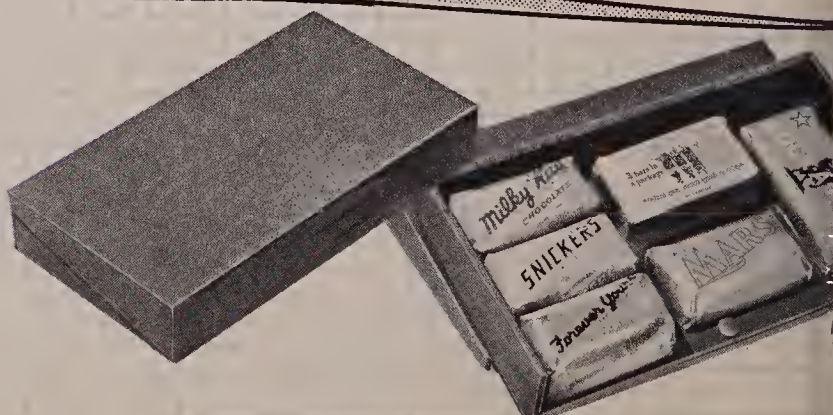


### THE PROBLEM:

Mars Candy Co. wanted display type salesman's kits to show their complete line of candy bars—must be designed for at least a year's service in all kinds of weather and temperatures.

### THE SOLUTION:

A rugged little case that automatically tilts to 25° of display when opened. We also made up many carved wooden dummies of the six different candy bars, wrapped them in actual wrappers and automatically attached them to replaceable mounting cards snapped into the display cases. Customer said it was the best kit they had ever used.  
P. S. We found some of the original order of cases in use five years later.





## THE PROBLEM:

United States Gypsum Co. asked us to develop portable and convenient display binders, holding four panels of wallboard two feet high, with means for readily replacing wallboard samples as they became soiled in use.

## THE SOLUTION:

We made progressive fold construction covers with concealed loose leaf clip mechanism on 4 panels. Designed inexpensive cardboard panels to lock into these clips. Devised fast production means of assembling and mounting samples.

S. We've had big re-orders on this.

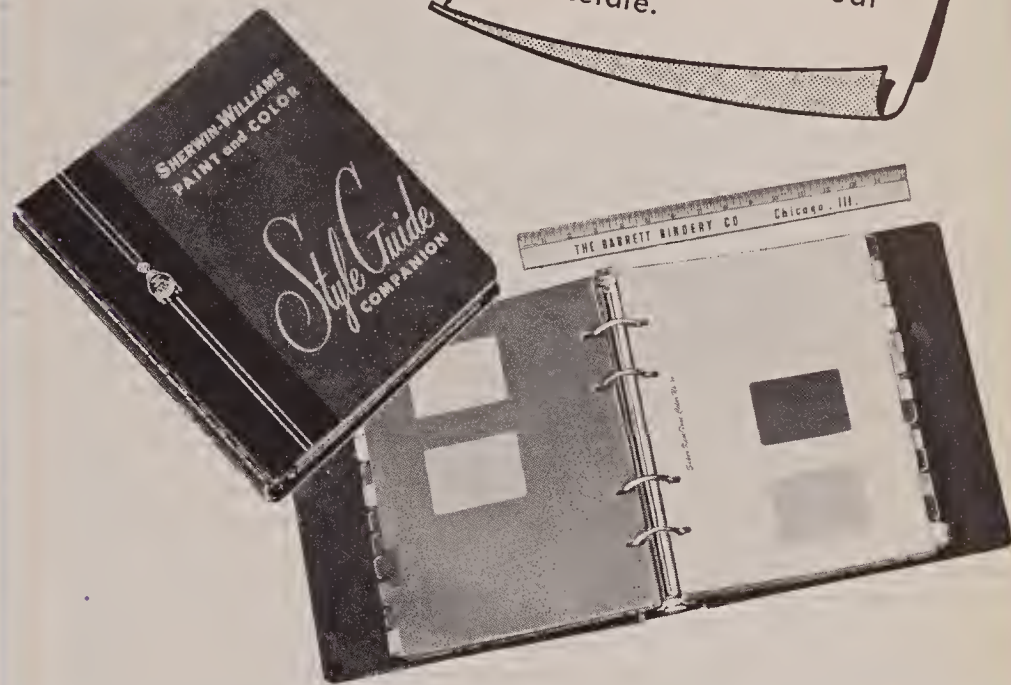


## THE PROBLEM:

Sherwin-Williams Co. needed books of color schemes including 276 combinations of 3 colors each—all readily visible. Must be simple and obvious to use.

## THE SOLUTION:

Barrett Piano Hinge Ring Binders containing 138 leaves full coated with different color of paint each side — colors so arranged that every leaf shows 2 other colors through die cut apertures. Extension index tabs reinforced with clear acetate.

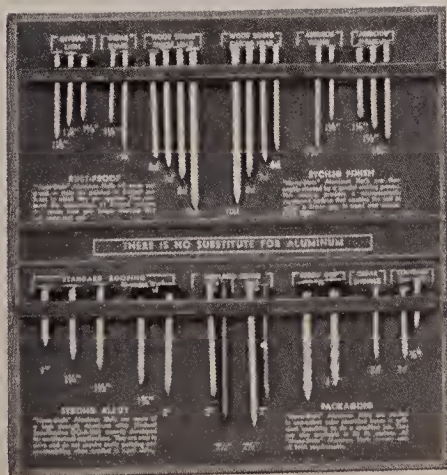
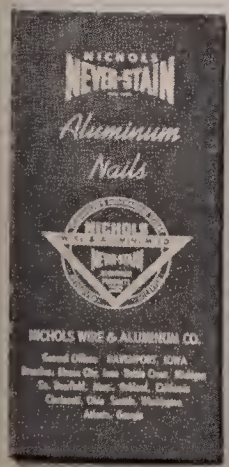
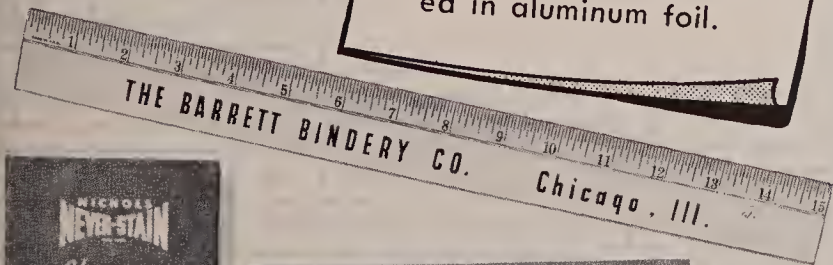


## THE PROBLEM:

Aluminum Co. required long wearing, pocket size display kits for aluminum nails, each nail to be readily removable and replaceable, several thousand times each.

## THE SOLUTION:

We made attractive imitation leather covers with two special rubber strips bound in — and die cut to hold nails. Explanatory indexed copy was stamped in aluminum foil.

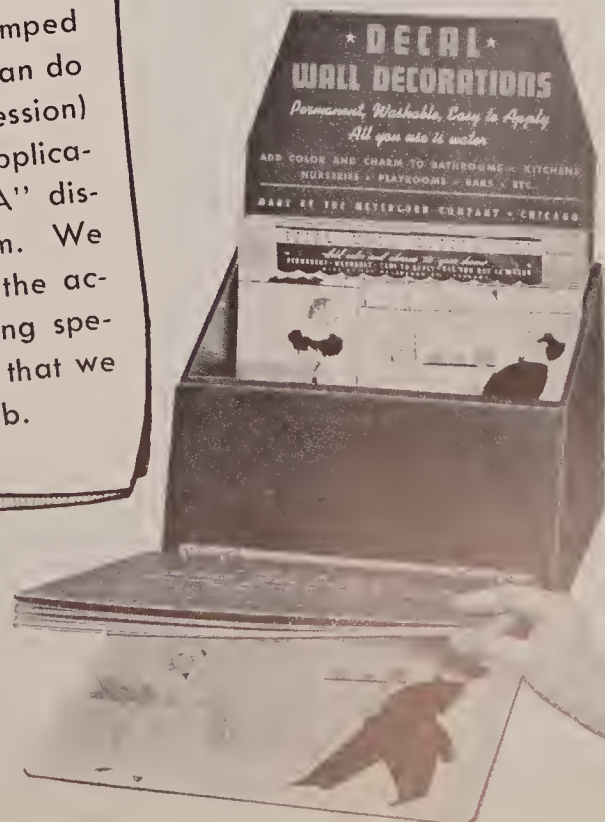


## THE PROBLEM:

Meyercord Co. asked us to develop and make counter displays for Decal Wall Decorations, including stock box and loose leaf display sheets.

## THE SOLUTION:

We made a strong but light weight box construction, foil stamped in 4 colors, (we can do this in one impression) with external application of our "V-A" display mechanism. We also packaged the actual decals, using special equipment that we built for the job.







Occupied solely by the Barrett Bindery Co.

In addition to the Barrett Special Developments illustrated in this booklet, Barrett Loose Leaf Binders are also made in 62 other constructions, styles and mechanisms. Some of these are—

**SALES PRESENTATION BINDERS** . . . including our Three Angle Binders . . . Double Spread Binders . . . Easy Easel Binders . . . Tumble Top Binders . . . and many special variations and constructions.

**CATALOG BINDERS** . . . including our Angle Back . . . Automatic Lever . . . Automatic Post . . . Barlock . . . Bearcat . . . Emerson . . . Expanding Post . . . Hinged Covers . . . Lie-Flat . . . Multiple Ring Binders . . . Sectional Post . . . Telescoping Back . . . Zip-Grip . . . etc. . . . etc. . . . etc.

**MAGAZINE BINDERS** . . . including our Torsion (single copy) Binder . . . Multiple Copy Binder . . . Telephone Directory Covers . . . Railway Guide Covers . . . Patent Office Gazette Covers . . . etc. . . . etc. . . . etc.

**MISCELLANEOUS BINDERS** . . . including Record Albums . . . Photo Albums . . . Scrap Books . . . Report Covers . . . Spring Back Binders . . . Utility Binders . . . etc. . . . etc. . . . etc.

**SPECIALTIES** . . . including Acetate envelopes . . . plastic pockets . . . mounting sheets . . . complete finishing service on your printed materials . . . etc. . . . etc. . . . etc.

**MECHANICAL BINDING** . . . The Barrett Bindery Co. operates the largest and most complete finishing and mechanical binding service in the United States.

*Ask for Catalogs on Any of the Above Types of Binders*

Special Developments Booklet No. 527

# *The Barrett Bindery Co.*

**Since 1867**

**Factory and General Offices:**

**1330 WEST MONROE STREET • CHICAGO 7, U. S. A.**



Barrett

# CATALOG BINDERS

ANGLE BACK and COMPRESSION LOCK BINDERS



The Barrett Bindery Co., established in 1867, operates the largest complete Loose Leaf Catalog Binder and Finishing Service in the United States.

we offer you a selection of sixty-two different specialized Loose Leaf Binder Constructions — including the right one for your job.



# Barrett

## CATALOG BINDERS Angle Back Construction



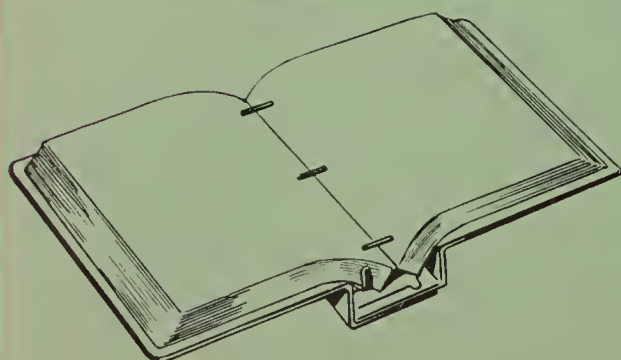
Barrett Angle Back binders are the standard of the heavy duty catalog industry. Like the Barrett Lie-Flat binders described in our booklet No. 523, they have been designed to overcome the one principal objection to using post binders. Here you have a binding mechanism that actually allows the sheets to lie flat. The pages can be read closer to their back edges. They can be turned readily. Sheets can be added . . . or changed in absolute minimum time. When in use the binders remain open at any desired place. Heretofore such action has only been possible in ring binders or heavy prong binders. However, ring binders and prong binders have the inherent disadvantage of requiring backbones substantially wider than the contents of the binder. In the larger capacities this disadvantage is particularly apparent . . . and the ring binders and prong binders are clumsy to use . . . the sheets tear out in use, etc. . . . etc. Not so with the new Barrett Angle Back Binder.

The sheets are positively held in place and when the covers are closed, the sheets are held as tightly as in any post binder, i.e., very tightly. When the binder is opened for use the sheets are automatically released sufficiently to allow them to lie flat and sufficiently loose to permit the many advantages just described.

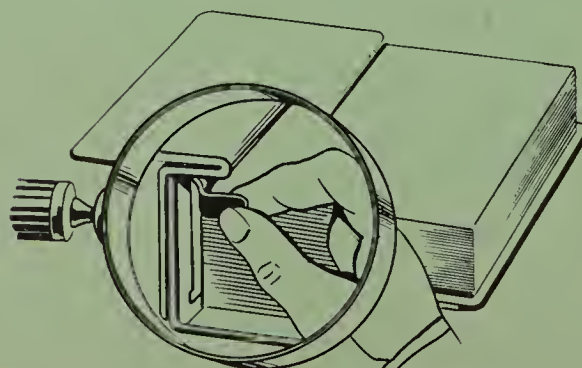
**MECHANISMS** . . . for Barrett Angle Back Binders are carried in stock for sheet size 11" x 8 1/2", with three posts 4 1/4" center to center to fit standard three ring binder punching, or four posts located on 2"-4"-2" centers to fit the automotive type of punching. The stock mechanisms are available with minimum capacities of 1 1/2", 2", 2 1/2" and 3" . . . and each capacity is capable of 75% expansion. Special mechanisms can be made with capacities up to 4". The standard post diameter is 1/8" with sleeves 3/16" in diameter. However, we can also supply these binders with 3/16" diameter posts and 1/4" diameter sleeves—at no additional charge. Barrett Angle Back Binders can be made to order in any quantity . . . any size . . . any color . . . with special center to center locations of posts when desired.

**METAL HINGES** . . . available for extra strength . . . on Barrett Angle Back Binders. There is no record of a Barrett Metal hinge ever wearing out.

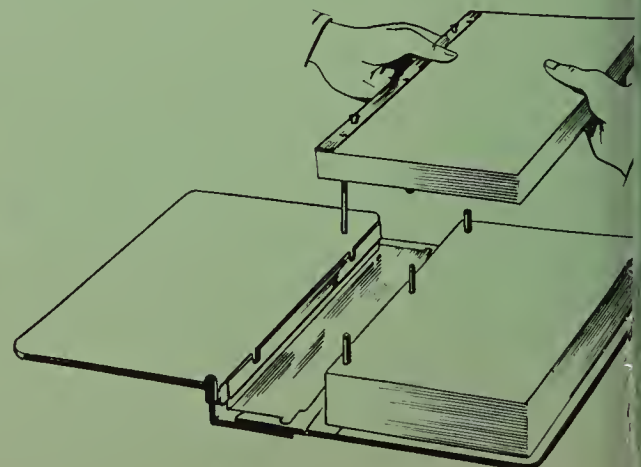
**BINDING MATERIALS** . . . Most Barrett Angle Back Binders are bound in one of our nine stock colors of heavy duty impregnated buckram. The stock colors are Black, Brown, Gray, Maroon, Red, Dark Blue, Light Blue, Dark Green, and Light Green. However, these binders can be bound in almost any quality and color material.



① TO USE BINDER



② TO UNLOCK BINDER



③ TO CHANGE SHEETS



# Barrett

## CATALOG BINDERS Compression Lock Construction

Barrett Compression Lock Binders are similar in construction and action to Barrett Angle Back Binders described on the opposite page — *PLUS* several very important features. When a Barrett Compression Lock Binder is closed, the leaves are tightly and permanently clamped at the binding edge. This makes it the ideal catalog binder for holding sheets that have been printed on light weight paper. The binder can be used in this locked position and the sheets will lie as flat as they do in any ordinary post binder. To get the "Lie-Flat" feature you merely pull the locking lever half way to its first automatic stop. To entirely open the binder, to change some or all of the sheets, just pull the lever all the way.

**MECHANISMS** . . . for Barrett Compression Lock binders are carried in stock for sheets size 11" x 8 1/2", with three posts 4 1/4" center to center to fit standard three ring binder punching, or four posts located on 2"-4"-2" centers to fit the automotive type of punching. The stock mechanisms are available with minimum capacities of 1 1/2", 2", and 3". Special Compression Lock mechanisms can be made up to 4" minimum capacity. Each capacity is capable of 75% expansion. Specials can be made in any size, number of posts or spacing. The standard post diameter is 1/8" with sleeves 3/16" in diameter. However, we can also supply these binders with 1/16" diameter posts and 1/4" diameter sleeves—at no additional charge.

**METAL HINGES** . . . available for extra strength . . . on Barrett Compression Lock binders. There is no record of a Barrett Metal hinge ever wearing out.

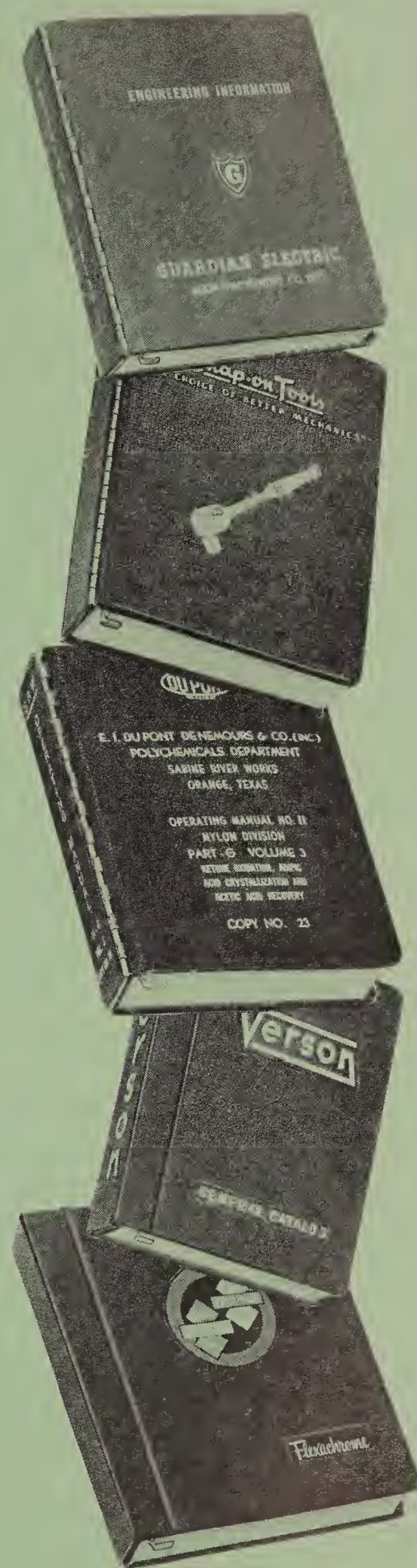
**BINDING MATERIALS** . . . Most Barrett Angle Back and Compression Lock Binders are bound in one of our nine stock colors of heavy duty impregnated buckram. The stock colors are Black, Brown, Gray, Maroon, Red, Dark Blue, Light Blue, Dark Green and Light Green. However, these binders can be bound in almost any quality and color of material.

**EMBOSSING, DECORATING AND FOIL STAMPING** . . . Barrett Color-guard embossing represents the highest development in binder decoration. Barrett Foil stamping is the finest quality available. We have designed and built special automatic equipment that enables us to stamp as many as four colors of foil at a single impression — and consequently at a cost no greater than that of a one color job. We can also emboss — grain — hand tool — or simulate hand tooling at a surprisingly low cost. Special machinery and equipment enables us to do fine printing — color spraying — silk screening — or super-finishing in connection with our Color-guard embossing and finishing. Our Art Department specializes in the creation of unusual and attention-getting cover designs and finishes. This department works in close conjunction with our engraving department, thereby achieving artistic effects that are practical — and can be produced to give effectiveness — at minimum cost.

**BARRETT PLASTIC TAB INDEXES** . . . are made by a special "dry" method of attaching, and therefore do not pucker. Specially made tough paper stock of proper grain, combined with beautifully detailed printing, result in the finest indexes made.

**SHEET WORK AND FINISHING** . . . We have special facilities for cutting, gathering, die cutting, indexing, sample counting, inserting, packing, and distributing your catalogs. Just send us your printed press sheets. We do the rest.

**HOW TO ORDER BARRETT ANGLE BACK OR COMPRESSION LOCK BINDERS** . . . Be sure to specify sheet size—whether you want additional width to allow for possible index tabs—diameter, number and spacings of posts—style of metals—metal hinges if wanted—color and quality of binding materials—stiff or flexible—pockets, if any—information on stamping or embossing—quantity of binders, etc., etc. Or—better still—why not send us one of our sheets and let us carry on from there by 'phone, mail, or salesman.







Occupied solely by the Barrett Bindery Co.

You will find that there is a Barrett Loose Leaf Binder for every use. We regularly manufacture 62 different kinds and constructions of loose leaf binders and have the facilities to design and manufacture entirely special devices for your possible special needs.

The following booklets—some of them are technical—some are catalogs and some are price lists—are available to you:

Booklets on Loose Leaf Binders.

Catalog Binders, Angle Back.....	Booklet No. 544
Catalog Binders, Flex. Back.....	Booklet No. 523
Ring Binders .....	Booklet No. 525
Sales Presentation Binders.....	Booklet No. 551
Sales Presentations .....	Booklet No. 517
Cord. Binders .....	Booklet No. 524
Fibre Binders .....	Booklet No. 526
Magazine Binders .....	Booklet No. 522
Special Developments .....	Booklet No. 527

Booklets on the Finishing of printed materials.

Mechanical Binding .....	Booklet No. 516
Index Die Cutting.....	Booklet No. 529
Punch, Drill & Perf.....	Booklet No. 528
Steel Rule Die Cutting.....	Booklet No. 486
Hollow Die Cutting.....	Booklet No. 485
Eyeletting .....	Booklet No. 488
Easels (Card Board).....	Booklet No. 512
Gummed Seals .....	Booklet No. 518
Paraffin Coating .....	Booklet No. 487

Ask for your free copy of any of the above.

Angle Back Catalog Binder Booklet No. 54

# *The Barrett Bindery Co.*

Since 1867

Factory and General Offices:

1330 WEST MONROE STREET • CHICAGO 7, U.S.A.



*Barrett*

# CATALOG BINDERS

FLEXIBLE BACKBONE — POST CONSTRUCTIONS



The Barrett Bindery Co. offers you a selection of  
sixty-two different specialized Loose Leaf Binder Constructions  
—including the right one for your job.

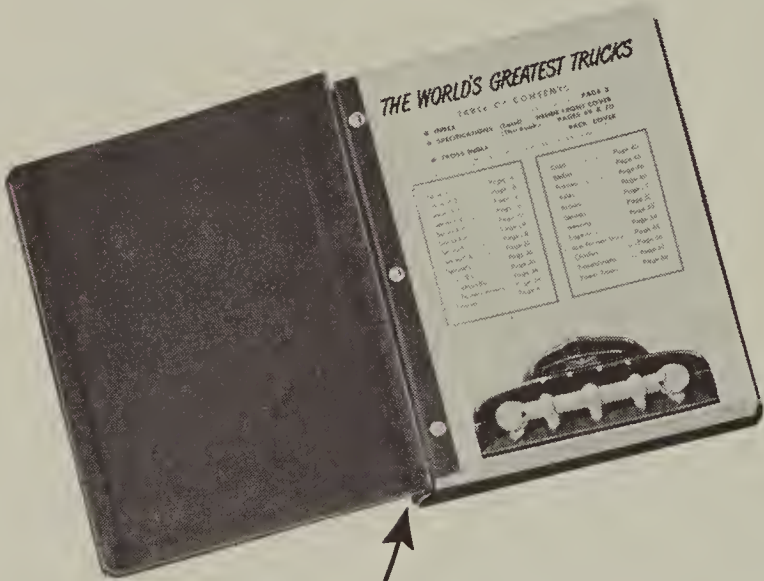


# Barrett CATALOG BINDERS

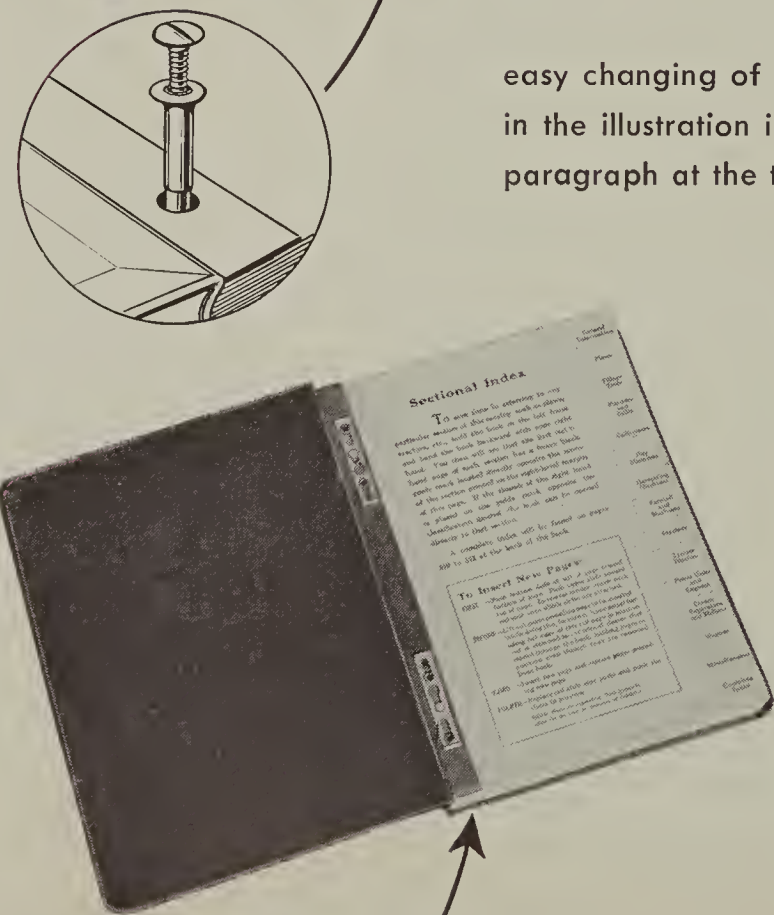
## Flexible Backbone — Post Constructions

The four types of Barrett Post Binders . . . with flexible backbones . . . illustrated in this booklet . . . among the most popular loose leaf binders in use today. We have made millions of them . . . in these four different styles of operation. They can be had in the widest variety of colors . . . grains . . . finishes and materials . . . book cloth . . . imitation leather . . . genuine leather . . . plastics . . . including our new Barretol material . . . cut flush paper and fibre constructions . . . etc. . . etc. . .

**SLEEVE BARS.** Any of these types of binders can be equipped with a Barrett sleeve bar . . . to facilitate changing sheets. This clever, but inexpensive attachment becomes a permanent part of the binder . . . in no way interferes with its operation . . . and enables the user to change any sheet . . . or sheets . . . in a matter of seconds. Samples of any of these four types of binders are available for your inspection upon request.



**BARRETT EXPANDING POST BINDERS** represent the original and basic construction in catalog binders. Their mechanism is one of the most inexpensive of all catalog binding devices. It consists of two more expanding posts and screws . . . generally made of solid brass . . . inserted through the cloth bound spring steel binding stubs of the binder . . . and of course through round holes punched in your catalog sheets. To change or add sheets it is necessary to unscrew the screws from the binding posts. With this in mind the screw heads have been slotted so that they can be turned by a coin . . . or if you prefer . . . by a screw driver. These binders are made to order in any quantity . . . any size . . . any color . . . any quality of material . . . from paper to genuine leather. They can be made with maximum capacities from 1/4" to 4". Each capacity is capable of 75% expansion. Quick and easy changing of sheets is possible through the addition of inexpensive brass sleeves shown in the illustration immediately to the left . . . or by means of sleeve bars described in the paragraph at the top of this page.



**BARRETT BEARCAT BINDERS** are one of the most popular types of post binder on the market today. Here you have a quick action mechanism to lock . . . or unlock the binding posts and screws. This design is probably the most simple and obvious in use today. It is inexpensive and yet its locking action is positive. To open the binder, just slide each slide outward—toward the edges of the binder. Note that the slides can be moved independently. To lock the sheets into the binder, merely reverse the operation . . . and slide the slides back toward the center of the binder. These binders are made to order in any quantity . . . any size . . . usually with two posts . . . but it is possible to use more posts on extra large or heavy catalogs . . . binding holes can be punched almost any center to center dimension . . . any color . . . any quality of material . . . from paper up to genuine leather. They can be made with maximum capacities from 1/4" to 4". Each capacity is capable of 80% expansion. Quick and easy changing of sheets is possible through the addition of inexpensive brass sleeves . . . as in the Barrett Expanding Post Binders illustrated immediately above or by means of sleeve bars described in the paragraph at the top of this page.

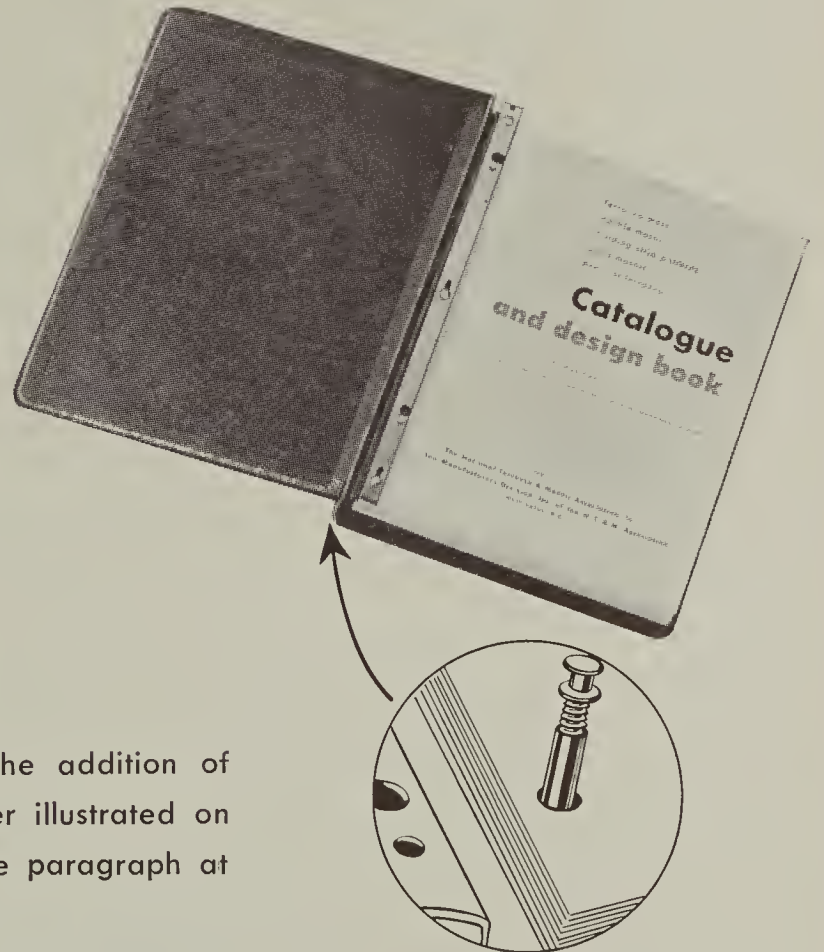


# Barrett CATALOG BINDERS

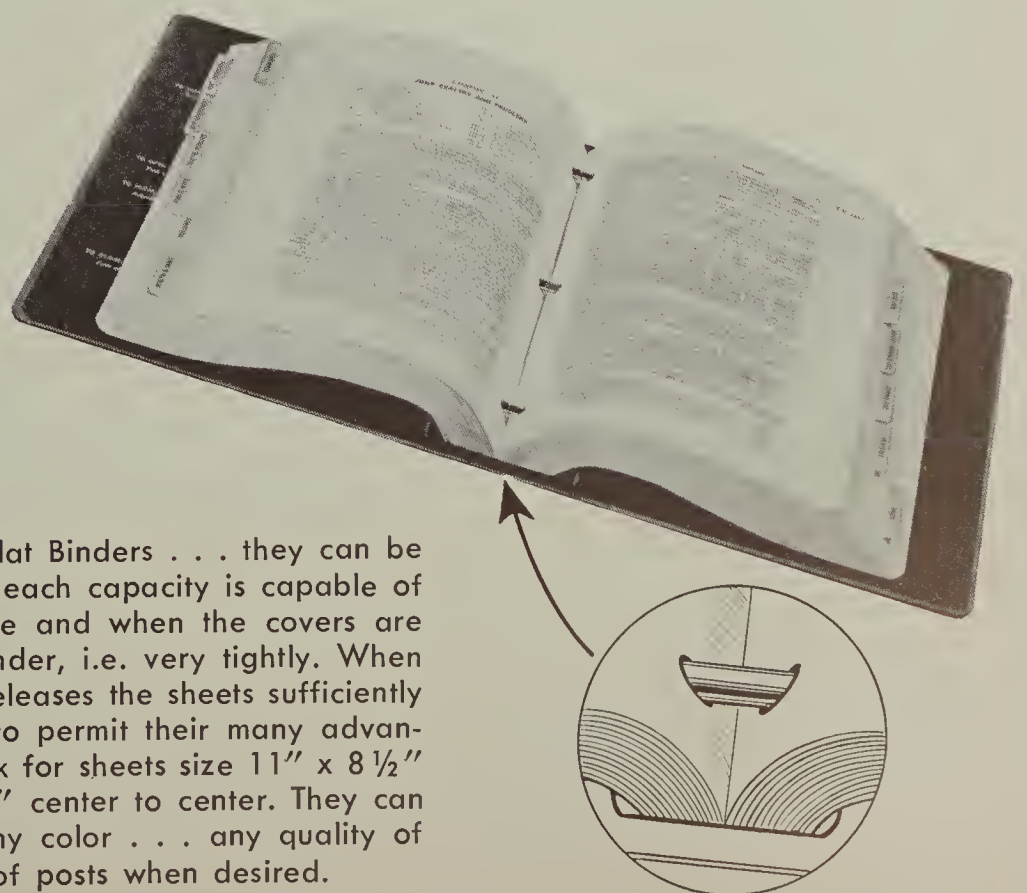
## Flexible Backbone — Post Constructions

**HOW TO ORDER** Barrett Post Binders with flexible backbones. First . . . specify the type of binder . . . Expanding Post . . . Bearcat . . . Zip Grip . . . or Lie Flat. Then tell us the type . . . quality and color of material to be used in making the covers. Be sure to specify whether covers are to be stiff or flexible . . . corners round or square. Next give us the dimensions of the sheets to be bound . . . specifying the binding side first. For example . . . this booklet that you are now reading would have its dimensions specified as 11" x 8 1/2". Next tell us how the sheets are punched . . . how many holes . . . what diameter . . . and how they are spaced. Better than that . . . send us one of your finished sheets and we'll take our own dimensions. Then give us the capacities, both maximum and minimum . . . and your instructions for decorating the covers. Finally . . . be sure to tell us the quantity. We'll make anything from a single binder to your largest quantity.

**BARRETT ZIP-GRIP BINDERS** are considered to be the finest type of post binder equipped with quick acting mechanism. They have been designed to take many years of hard usage. All of the posts are unlocked . . . or locked simultaneously . . . and at a touch of the finger. One of the features of this binder is . . . that the locking action of the mechanism is simple . . . obvious and exposed. An inexperienced clerk can readily see . . . understand and operate this binder rapidly and positively. Although they can be made in almost any size, Barrett Zip-Grip Binders are most popularly used to hold sheets 11" x 8 1/2". We carry the mechanisms in stock in this size equipped with either two posts 8 1/2" center to center or three posts 4 1/4" center to center. Maximum capacities can be had from 1/4" to 4" and each capacity is capable of 85% expansion. These binders can be made to order in any quantity . . . any size . . . any color . . . any quality of material from paper to genuine leather. Quick and easy changing of sheets is possible through the addition of inexpensive brass sleeves . . . as in the Barrett Expanding Post Binder illustrated on the opposite page . . . or by means of sleeve bars described in the paragraph at the top of the opposite page.



**BARRETT LIE-FLAT BINDERS** have been designed to overcome the one principal objection to using post binders. Here you have a binding mechanism that actually allows the sheets to lie flat. The pages can be turned close to their back edges. They can be turned readily. Sheets can be added . . . or changed in absolute minimum time. When in use the book will remain open at any desired place. Heretofore such action has only been possible in ring binders or heavy prong binders. However, ring binders and prong binders have the inherent disadvantage of requiring backbones substantially wider than the contents of the binder. In the larger capacities this disadvantage is particularly apparent . . . and the ring binders and prong binders are clumsy to use . . . the sheets tear in use, etc. . . etc. Not so with the new Barrett Lie-Flat Binders . . . they can be made with maximum capacities from 1" to 3" . . . and each capacity is capable of 75% expansion. The sheets are positively held in place and when the covers are closed, the sheets are held as tightly as in any post binder, i.e. very tightly. When the binder is open for use a special locking mechanism releases the sheets sufficiently to allow them to actually lie flat and sufficiently loose to permit their many advantages just described. The mechanisms are carried in stock for sheets size 11" x 8 1/2" with two posts 8 1/2" center to center or three posts 4 1/4" center to center. They can be made to order in any quantity . . . any size . . . any color . . . any quality of material . . . and with special center to center location of posts when desired.







Occupied solely by the Barrett Bindery Co.

In addition to the Expanding Post Binders . . . Bearcat Binders . . . Zip-Grip Binders . . . and Lie-Flat Binders illustrated in this booklet, Barrett Loose Leaf Binders are also made in 58 other constructions, styles and mechanisms. Some of these are—

**SALES PRESENTATION BINDERS** . . . including our Three Angle Binders . . . Double Spread Binders . . . Easy Easel Binders . . . Tumble Top Binders . . . and many special variations and constructions.

**CATALOG BINDERS** . . . including our Angle back . . . Automatic Lever . . . Automatic Post . . . Barlock . . . Emerson . . . Hinged Covers . . . Multiple . . . Ring Binders . . . Sectional Post . . . Telescoping back . . . etc. . . etc.

**MAGAZINE BINDERS** . . . including our Torsion (single copy) binder . . . Multiple copy binder . . . Telephone Directory covers . . . Railway Guide covers . . . Patent Office Gazette covers . . . etc. . . etc. . . etc.

**MISCELLANEOUS BINDERS** . . . including Record Albums . . . Photo Albums . . . Scrap Books . . . Report Covers . . . Spring Back Binders . . . Utility Binders . . . Special Developments . . . etc. . . etc. . . etc.

**SPECIALTIES** . . . including Acetate envelopes . . . plastic pockets . . . mounting sheets . . . complete finishing service on your printed materials . . . etc. . . etc. . . etc.

**MECHANICAL BINDING** . . . The Barrett Bindery Co. operates the largest and most complete finishing and mechanical binding service in the United States.

*Ask for Catalogs on Any of the Above Types of Binders*

Flexible Back Catalog Binder Booklet No. 5

# *The Barrett Bindery Co.*

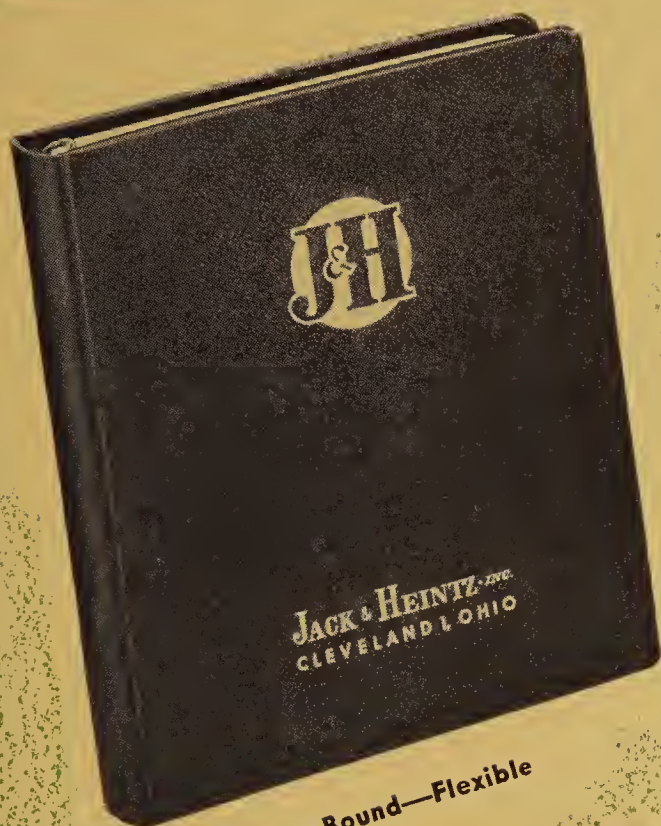
**Since 1867**

**Factory and General Offices:**

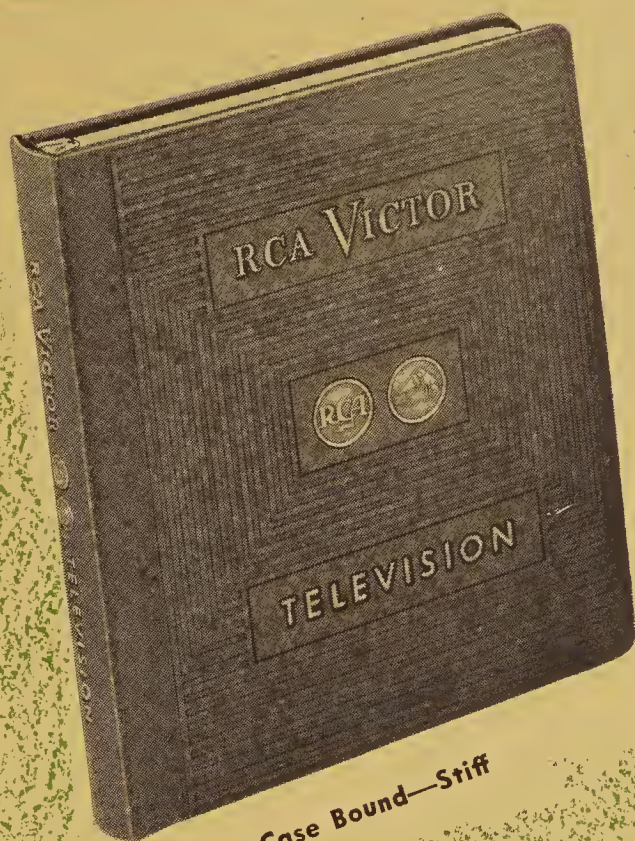
**1330 WEST MONROE STREET • CHICAGO 7, U.S.A.**



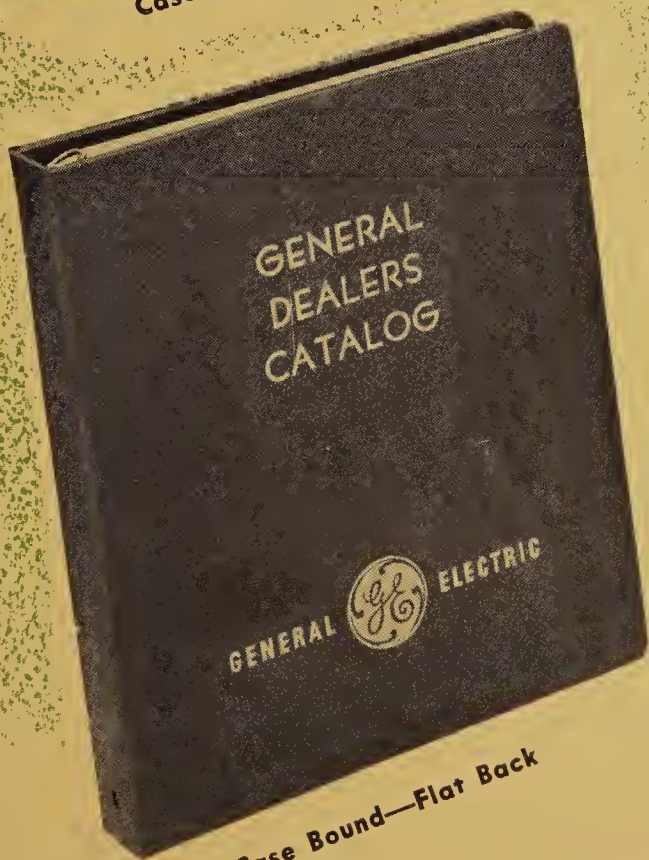
# Barrett RING BINDERS



Case Bound—Flexible



Case Bound—Stiff



Case Bound—Flat Back



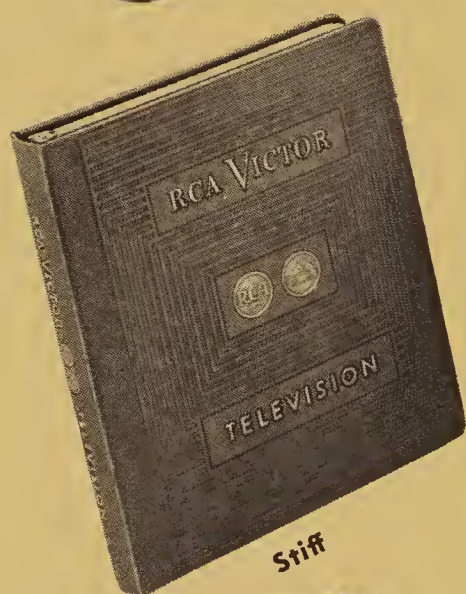
Single Ply—Cut Flush

The Barrett Bindery Co. offers you a selection of  
sixty-two different specialized loose leaf constructions—  
including the right one for your job.

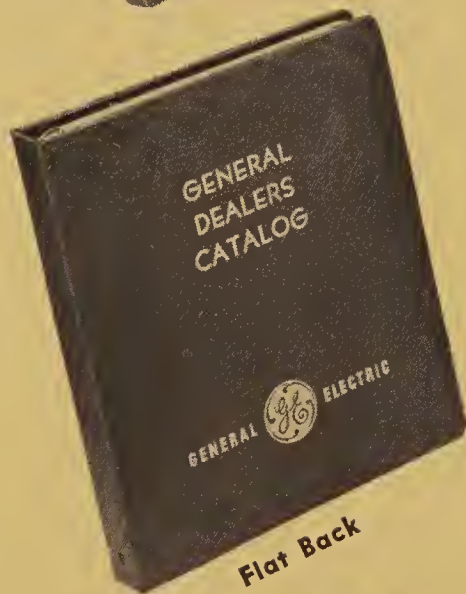




Flexible



Stiff



Flat Back



Single Ply

**BARRETT CASE BOUND FLEXIBLE RING BINDERS** can be had in a wide variety of qualities of material including the relatively inexpensive light weight imitation leathers, medium and heavy weight imitation leathers and many kinds of genuine leathers. To insure permanent flexibility they are lined with special flexible imitation leather over genuine flexible board. The backbones are permanently rounded by means of separate concealed reinforced steel back plates. The rivets are also concealed. Corners are hand turned—edges fully sized and processed. Almost any color of binding material can be furnished—in almost any grain. See opposite page for other general details.

**BARRETT CASE BOUND STIFF RING BINDERS** are bound in an even wider variety of qualities of materials including many kinds of special papers—sometimes especially printed for the job—numerous qualities of starch filled or pyroxylin impregnated book cloths—imitation leathers in all weights—light, medium and heavy—many kinds of genuine leathers—etc., etc. These materials are bound over genuine binder's board and are lined with heavy waterproof leather grained paper or with special imitation leather—according to the individual requirements of the job. The backbones are permanently rounded by means of separate concealed reinforced steel back plates. The rivets are also concealed. Corners are hand turned—edges fully sized and processed. Almost any color of binding material can be furnished in almost any grain. See opposite page for other general details.

**BARRETT CASE BOUND FLAT BACK RING BINDERS** can be had in either flexible or stiff constructions as outlined in the two paragraphs above. They are made of the same wide variety of materials and include the same high quality ring metals. However—to effect a saving in cost—they are made with flat backbones and the rivet heads are exposed. Actually there are a number of advantages to this construction. The flat backbone lends itself to a wider variety of stamping and/or embossing. They frequently work out decorative designs for our customers including the rivet heads in the details on the backbone. See opposite page for other general details.

**BARRETT SINGLE PLY (CUT-FLUSH) RING BINDERS** are made in an extremely wide range of materials—including many kinds of paper cover stock (you can furnish your own printed cover stock if you wish) leather like fibres in both the impregnated and laminated constructions—imitation leathers made with special pyroxylin coating—Barretol plastics (of our own manufacture)—heavy, fine genuine leathers—and a great number of special and unusual materials. They are made with the same high quality ring metals described in the three paragraphs above. They can be had in almost any color and grain of material. See opposite page for other general details.



# BINDERS

## STYLES OF RING METALS

Barrett ring metals are made in all of the many standard styles—plus a few special constructions. The standard styles include metals with triggers for opening and closing. A less expensive style is made with one trigger—for opening only—and further savings are possible by entirely eliminating the triggers, or by using our student note book metals. Our metals can be made with or without separate rounded steel back plates—with rivets concealed or exposed.

## DIAMETERS OF RINGS

Barrett ring metals are made in all of the many standard diameters—plus a few special diameters of our own. The standard diameters include  $\frac{1}{4}$ ",  $\frac{3}{8}$ ",  $\frac{1}{2}$ ",  $\frac{3}{4}$ ", 1",  $1\frac{1}{4}$ ",  $1\frac{1}{2}$ ",  $1\frac{3}{4}$ " and 2".

## NUMBER AND SPACING OF RINGS

Barrett ring metals are made in all of the standard numbers and spacings of rings—and in an almost unlimited number of special center to center dimensions. Space does not permit our listing the hundreds of our stock and special sizes—but we will be glad to assist you in selecting the right one for your job—by 'phone—mail or salesman.

## MULTIPLE RINGS

Barrett multiple ring metals are made for additional strength at the binding edge—and can be supplied in  $\frac{1}{2}$ ",  $\frac{3}{4}$ " and 1" capacities.

## MEMORANDUM BOOKS

Barrett memorandum books are made with the standard six ring metals—in  $\frac{1}{4}$ ",  $\frac{3}{8}$ ",  $\frac{1}{2}$ ",  $\frac{3}{4}$ " and 1" capacities. When other diameters or number of rings are required—refer to the four preceding paragraphs.

## METAL HINGES

Barrett ring metals can be made with our special piano style hinges—when extra strength is required. There is no record of a Barrett metal hinge ever wearing out.

## FLY LEAVES AND BOOSTERS

Barrett ring binders can be equipped with fly leaves made of fibre—press board or other special materials. When the rings are  $1\frac{1}{2}$ ",  $1\frac{3}{4}$ " or 2" diameter, we recommend using Barrett booster fly leaves—especially designed to keep your leaves from catching where the larger diameter rings join the housing of the ring metal.

## INDEX ALLOWANCE

When ordering Barrett ring binders be sure to mention whether you plan on using index dividers with your sheets—because—in such cases—we include the index allowance in the dimension of the ring binders—and make the covers wider—to accommodate your index tabs. By the way—we also make a complete line of indexes in the plain—fabric—celluloid—plastic or leather styles.

## FOIL STAMPING AND DECORATING

Barrett ring binders are especially effective when finished by one or more of our various foil stamping—embossing or super-finishing processes. We have designed and built special automatic fed equipment that enables us to stamp as many as four colors of foil at a single impression—and consequently at a cost no greater than that of a one color job. We can also emboss—grain—hand tool—or simulate hand tooling at a surprisingly low cost. Special machinery and equipment enables us to do fine color spraying—silk screening—or super-finishing in connection with our embossing and finishing. Our Art Department specializes in the creation of unusual and attention-getting cover designs and finishes. This department works in close conjunction with our engraving department, thereby achieving artistic effects that are practical—and that can be produced to give maximum effectiveness—at minimum cost.

## POCKETS

Barrett ring binders can be furnished without pockets—or can be equipped with plain or gusset pockets—inside the front cover—the rear cover—or both.

## DISPLAY TYPES OF RING BINDERS

Barrett ring binders are also manufactured and carried in stock in our various patented Display and Sales Presentation styles. For further information on these binders ask for Barrett Display Binder Folder No. 517 or catalog No. 521.

## PRICES ON BARRETT RING BINDERS

—are always available—immediately—by 'phone, mail or salesman.

## HOW TO ORDER BARRETT RING BINDERS

Be sure to specify sheet size—whether you want additional width to allow for possible index tabs—diameter, number and spacings of rings—style of metals—metal hinges if wanted—fly leaves or boosters—color and quality of binding materials—stiff or flexible—round or flat backs—round or square corners—pockets, if any—information on stamping or embossing—quantity of binders, etc., etc. Or—better still—why not send us one of your sheets and let us carry on from there by 'phone, mail or salesman.





*Occupied solely by the Barrett Bindery Co.*

In addition to the Barrett Ring Binders illustrated in this booklet, Barrett Loose Leaf Binders are also made in 61 other constructions, styles and mechanisms. Some of these are—

**SALES PRESENTATION BINDERS** . . . including our Three Angle Binders . . . Double Spread Binders . . . Easy Easel Binders . . . Tumble Top Binders . . . and many special variations and constructions.

**CATALOG BINDERS** . . . including our Angle back . . . Automatic Lever . . . Automatic Post . . . Barlock . . . Bearcat . . . Emerson . . . Expanding Post . . . Hinged Covers . . . Lie-Flat . . . Multiple . . . Sectional Post . . . Telescoping Back . . . Zip-Grip . . . etc. . . . etc. . . . etc.

**MAGAZINE BINDERS** . . . including our Torsion (single copy) binder . . . Multiple copy binder . . . Telephone Directory covers . . . Railway Guide covers . . . Patent Office Gazette covers . . . etc. . . . etc. . . . etc.

**MISCELLANEOUS BINDERS** . . . including Record Albums . . . Photo Albums . . . Scrap Books . . . Report Covers . . . Spring Back Binders . . . Utility Binders . . . Special Developments . . . etc. . . . etc. . . . etc.

**SPECIALTIES** . . . including Acetate envelopes . . . plastic pockets . . . mounting sheets . . . complete finishing service on your printed materials . . . etc. . . . etc. . . . etc.

**MECHANICAL BINDING** . . . The Barrett Bindery Co. operates the largest and most complete finishing and mechanical binding service in the United States.

*Ask for Catalogs on Any of the Above Types of Binders*

Ring Binder Booklet No. 52

# *The Barrett Bindery Co.*

**Since 1867**

**Factory and General Offices:**

**1330 WEST MONROE STREET • CHICAGO 7, U.S.A.**



# Barrett LOOSE LEAF MAGAZINE BINDERS



**BARRETT TORSION BINDERS**  
For holding a single copy.

**BARRETT MULTIPLE BINDERS**  
For holding more than one copy.

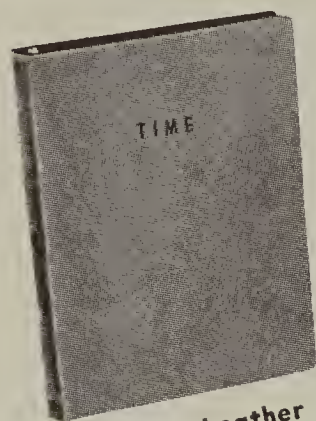
BARRETT MAGAZINE BINDERS are used exclusively by all of the Railroads and Airlines in the United States. They are standard equipment with Clubs, Libraries and Military Installations.



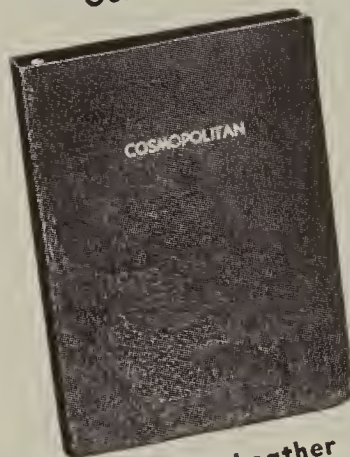
# Barrett

## TORSION BINDERS For Holding a Single Copy

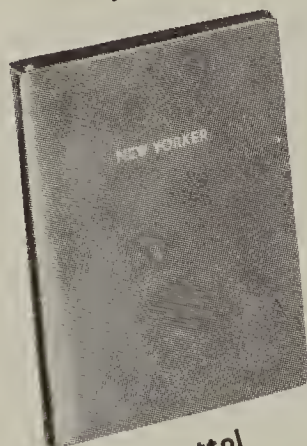
The  
Mechanism



Genuine Leather



Imitation Leather



Barrettol



Rigid and Flexible Plastics

**THE BARRETT TORSION BINDER** is the most popular binder for holding single copies of magazines, etc., in the United States today. It is the easiest binder to use and the most fool-proof . . . requiring only a couple of seconds to open or close. This binder has been designed to allow the magazine to lie as flat as possible. Barrett Torsion Binders are made in a variety of sizes . . . to properly hold any magazine. They are beautifully made and finished . . . and can be had in a variety of materials and colors . . . some of which are described in the following paragraphs. Barrett Torsion Binders are used exclusively by all of the Railroads and Air lines in the United States. They are standard equipment with clubs, libraries, and military installations.

Barrett Torsion Binders are also used extensively for holding telephone directories, mail order catalogs, copies of the Official Railway Guide, Patent Office Gazette, etc.

**THE MECHANISM** of the Barrett Torsion Binder . . . an exclusive development of the Barrett Bindery Co. . . is beautifully made and heavily nickel plated and polished. It is doubtful if any of these mechanisms has ever worn out . . . and we know of such binders being in continuous use for more than 20 years. It requires only a couple of seconds to open or close this mechanism. Its operation is obvious and fool-proof. There are no loose parts. If desired, the mechanism can be equipped with a key locking device.

**GENUINE LEATHER** is one of the most popular materials of which Barrett Torsion Binders are manufactured. We recommend the single piece . . . cut flush construction, using the highest quality of top grain cowhide, 5 to 6 oz. weight. This material is approximately  $\frac{1}{8}$ " thick. We normally carry 56 different colors and contrasts of leather in stock. Binders made of these fine genuine leathers actually seem to improve with age. They keep their fine appearance for many years and are more or less impervious to dirt—to wear and even to abuse.

**IMITATION LEATHER** for making medium priced qualities of Barrett Torsion Binders is normally carried in stock in 42 different colors, finishes and weights. Materials are generally hand bound over genuine binders board. The best looking and the most rugged of the imitation leather is our LH quality, which has a special round back construction. When low price is an important consideration, we furnish our grade HM—medium weight imitation leather over stiff genuine binders board—flat back construction.

**BARRETTOL** is a new synthetic material recently developed for the manufacture of Barrett Torsion Binders. It closely resembles our genuine leather in color, finish and general feeling. It wears equally well and costs somewhat less than genuine leather. We make these binders in the single piece . . . cut flush construction, using Barrettol approximately  $\frac{1}{8}$ " thick.

**TRANSPARENT PLASTIC BINDERS** are available in both the rigid and flexible types. They are considered the finest plastic binders on the market and are recommended for normal use where it is desirable to see the cover of the magazine through the transparent cover of the binder. The transparent plastics used in the manufacture of Barrett Torsion Binders are approximately six times as thick as plastics used in ordinary binder manufacture.

**HOW TO ORDER** Barrett Torsion Binders . . . Merely specify the titles of the magazines for which you require binders . . . the type and quality of material from which you want the covers made . . . the color of the material . . . and the stamping which is to appear on the covers. Normally the title is stamped near the top of the front cover but it can be placed elsewhere at the customer's discretion. Additional stamping of individual names or other special copy can be had at a small additional cost. Key locking mechanism available. Write us for a quotation.



# Barrett

## MULTIPLE BINDERS

### For Holding More Than One Copy

**THE BARRETT MULTIPLE BINDER** is the ideal loose leaf cover for binding a number of copies of magazines or pamphlets into one volume. It is extremely easy to use. The mechanism is strongly made . . . obvious to operate and requires only a couple of seconds to open or close. It is not necessary to punch or otherwise mutilate the magazines. A slender but strong metal strip is slipped into each magazine and the strips are held by hinged posts at the extreme top and bottom of the binder. These binders are beautifully made and finished . . . and can be had in a wide variety of materials and colors . . . and in both flat back and round back constructions . . . as described in the following paragraphs. Barrett Multiple Binders are used extensively by libraries . . . law offices . . . business offices . . . reference bureaus, etc. to hold consecutive issues of magazines, pamphlets and booklets.

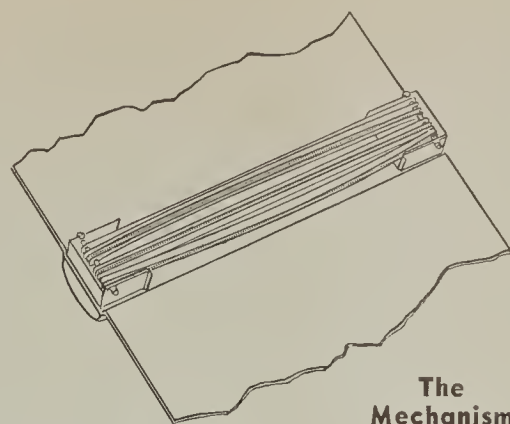
**THE MECHANISM** of the Barrett Multiple Binder was developed in our engineering department. It is beautifully made and is generally finished in black lacquer. It requires only a couple of seconds to open or close this mechanism. Its operation is obvious and foolproof. It is not necessary to punch or otherwise mutilate the magazines or booklets to be inserted. A slender metal strip is inserted down the center of each magazine and these strips are securely, but flexibly held to the binder by hinged posts.

**BARRETT ROUND BACK** Multiple Binders have all the appearance of solid bound volumes. As the name implies . . . the backs are rounded. There are no exposed rivets . . . and the binders can be stamped with the title across the back bone as well as on the front cover. These binders can be made in any color . . . and quality of buck cloth, imitation leather or genuine leather. They wear almost indefinitely.

**BARRETT FLAT BACK** Multiple Binders are equipped with the same mechanisms as Barrett Round Back Multiple Binders . . . and can be made of the same wide variety of colors and qualities of cloth . . . imitation leather or genuine leather. They are substantially less than the Round Back style because of their simplified back bone construction. Four neutral colored rivet heads are visible on the back bone. Titles can be stamped on the back bone, as well as on the front cover.

**EMBOSSED and DECORATED** effects are frequently used on Barrett Multiple Binders. Many of the magazine publishers sell Barrett Multiple Binders to their subscribers. When ordered in quantity, the additional cost of embossing and decorating is moderate. Particularly beautiful effects . . . such as raised bands across the back . . . paneled and colored borders . . . medallions . . . etc., are possible through the use of this process.

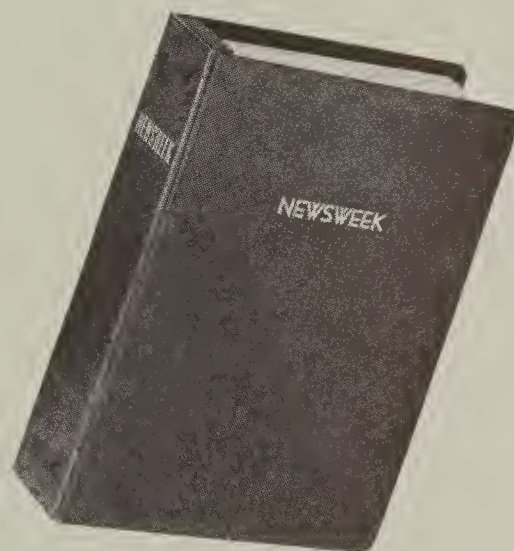
**HOW TO ORDER** Barrett Multiple Binders. Merely specify the title of the magazine for which you require binders . . . give us the length, width and thickness . . . exact dimensions . . . of the pamphlets to be held in the binder. Specify the number of magazines or pamphlets to be held in each binder . . . and mention the type and quality of material from which you want the covers made . . . the color of the material . . . the stamping that is to appear on the covers. Be sure to specify whether round or flat back style is to be furnished. Tell us the quantity of binders. Write us for a quotation.



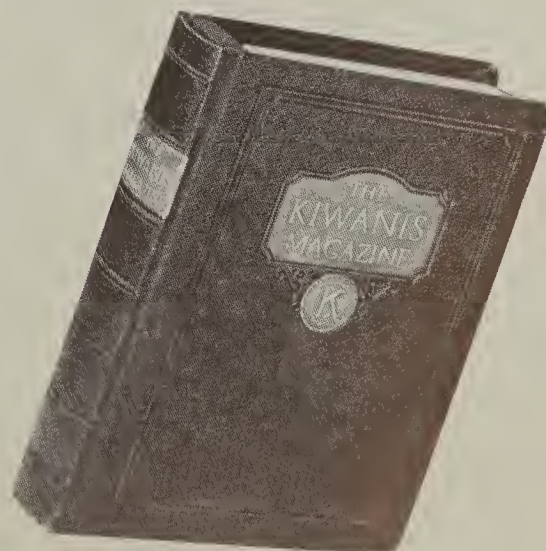
The Mechanism



Round Back



Flat Back



Embossed and Decorated





Occupied solely by the Barrett Bindery Co.

In addition to the Barrett Loose Leaf Magazine Binders illustrated in this booklet, Barrett Loose Leaf Binders are also made in 60 other constructions, styles and mechanisms. Some of these are—

**SALES PRESENTATION BINDERS** . . . including our Three Angle Binders . . . Double Spread Binders . . . Easy Easel Binders . . . Tumble Top Binders . . . and many special variations and constructions.

**CATALOG BINDERS** . . . including our Angle back . . . Automatic Lever . . . Automatic Post . . . Barlock . . . Bearcat . . . Emerson . . . Expanding Post . . . Hinged Covers . . . Lie-Flat . . . Multiple . . . Ring Binders . . . Sectional Post . . . Telescoping back . . . Zip-Grip . . . etc. . . . etc.

**MISCELLANEOUS BINDERS** . . . including Record Albums . . . Photo Albums . . . Scrap Books . . . Report Covers . . . Spring Back Binders . . . Utility Binders . . . Special Developments . . . etc. . . . etc. . . . etc.

**SPECIALTIES** . . . including Acetate envelopes . . . plastic pockets . . . mounting sheets . . . complete die cutting and finishing service on your printed materials . . . etc. . . . etc. . . . etc.

**MECHANICAL BINDING** . . . The Barrett Bindery Co. operates the largest and most complete finishing and mechanical binding service in the United States.

*Ask for Catalogs on Any of the Above Types of Binders*

Magazine Binder Booklet No. 5

# *The Barrett Bindery Co.*

Since 1867

Factory and General Office:

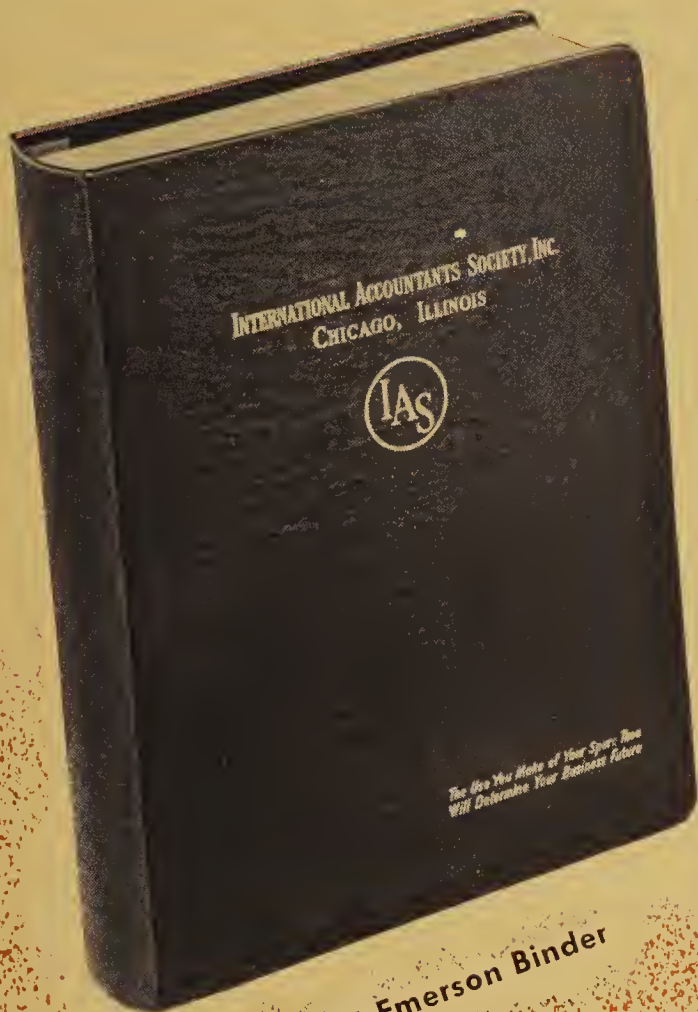
1330 WEST MONROE STREET • CHICAGO 7, U.S.A.



*Barrett*

# CORD BINDERS

EMERSON and CONGRESSIONAL STYLES



The Barrett Emerson Binder



The Barrett Congressional Binder

The Barrett Bindery Co. offers you a selection of  
sixty-two different specialized Loose Leaf Constructions  
— including the right one for your job.



# Barrett

# EMERSON BINDERS



**BARRETT EMERSON BINDERS** are among the most popular loose leaf binders in use today. Our production of this type of binder runs into millions. Barrett Emerson Binders are used extensively as loose leaf catalog covers, photo album scrap books and record books — for binding correspondence, school lessons, railroad tariffs — for holding abstracts, titles, deeds, legal briefs, etc., etc. The larger sizes — made to hold newspapers — are regularly found in club rooms or in the record vaults of many of our leading publishers.

Barrett Emerson Binders come equipped with two parallel binding stubs made of strong spring steel and covered with book cloth. These stubs are fitted with two or more patented Emerson cleats — as shown in the illustration. Specially braided cords hold your sheets and are belayed around the cleats. These cords have self-piercing, non-detachable tips. Many of our customers don't bother to punch their sheets — but merely thread the self-piercing tips of the cord through their sheets.

Another outstanding advantage of this binder is its extremely flexible capacity. In other types of binders it is necessary to carefully plan your capacity and there are definite limitations. Not so with the Barrett Emerson Binder. Simply figure your safe maximum capacity and the binder will be designed to take it. However, the same binder will hold a single sheet of paper properly and tightly. Almost no other loose leaf binder can do this.

When desired it is possible to bind the sheets extremely tightly — by putting a little extra tension on the cords. The patented Emerson cleats prevent slipping. However, by slacking off on the cord, the sheets will lie flat for easy reading, close to the binding edges — or to facilitate possible written entries, etc., etc.

Barrett Emerson Binders are regularly carried in stock in 19 different sizes listed in the chart at the bottom of this page. It will be noted that 15 of these sizes are bound on the long edge. These 15 kinds of stock binders are made in our grade LV—heavy stiff genuine leather board covered with black waterproof levant grained imitation leather. Note—

bottom of the chart — that we also carry four stock sizes bound on the short edge. These are popularly used for photo albums, etc., and are bound in our grade LC — heavy weight black levant grained imitation leather over flexible board lined with imitation leather — and also in grade LV described above.

Special Barrett Emerson Binders can be made in any quantity from one up to millions—in almost any material from paper up to the finest of genuine leathers—stiff or flexible—any color—any size—almost any capacity.

## HOW TO ORDER BARRETT EMERSON BINDERS.

If your requirements can be handled by one of our 19 stock sizes (shown in the chart to the right), just specify quantity and stock number. If special binders are required specify sheet size, desired center to center dimensions of punching, maximum capacity, color, quality of material, stiff or flexible, round or square corners and — of course — quantity. Be sure to indicate which dimension is the binding edge and — in giving instructions for gold stamping, always indicate position on cover — and direction of reading. Unless otherwise specified, Barrett Emerson Binders are fitted with the cleat on the stub just inside the back cover. This means that additional sheets can be placed most readily at the back of the binder. However if you plan to make most of your quick changes or additions at the front of the binder, just specify that you want your Barrett Emerson Binders "fitted front". The Barrett Emerson Binder in the above illustration has been "fitted front".

### BOUND ON LONG EDGE

STOCK NUMBER	SHEET SIZE WITH BINDING EDGE FIRST	NUMBER OF HOLES	DISTANCE OF HOLES CENTER TO CENTER	CAPACITY	COLOR	TYPE OF COVER
40LV05	8 1/2" x 5 3/4"	2	5"	2"	Black	Stiff
40LV15	9" x 6"	2	5"	2"	Black	Stiff
40LV20	9 1/2" x 6"	2	5"	2"	Black	Stiff
40LV26	10" x 7"	2	5"	2"	Black	Stiff
40LV40	11" x 8"	2	6"	2"	Black	Stiff
40LV45	11" x 8 1/2"	2	6"	2"	Black	Stiff
40LV46	11" x 8 1/2"	2	8 1/2"	2"	Black	Stiff
40LV50	12" x 9"	2	6"	2"	Black	Stiff
40LV57	12" x 9 1/2"	2	7"	2"	Black	Stiff
40LV59	14" x 8 1/2"	3	5"-5"	2"	Black	Stiff
40LV66	13" x 9 1/2"	2	7"	2"	Black	Stiff
40LV72	14" x 11"	3	5"-5"	2 1/2"	Black	Stiff
40LV87	18" x 12 1/2"	3	7"-7"	3"	Black	Stiff
40LV94	24 1/2" x 18"	4	6"-6"-6"	3"	Black	Stiff
40LV96	25" x 18 1/2"	4	6 1/2"-6 1/2"-6 1/2"	3"	Black	Stiff

### BOUND ON SHORT EDGE

44LC31	7 1/2" x 10 1/2"	2	4 1/4"	2"	Black	Flexible
44LV31	7 1/2" x 10 1/2"	2	4 1/4"	2"	Black	Stiff
44LC32	8" x 11"	2	4 1/4"	2"	Black	Flexible
44LV32	8" x 11"	2	4 1/4"	2"	Black	Stiff

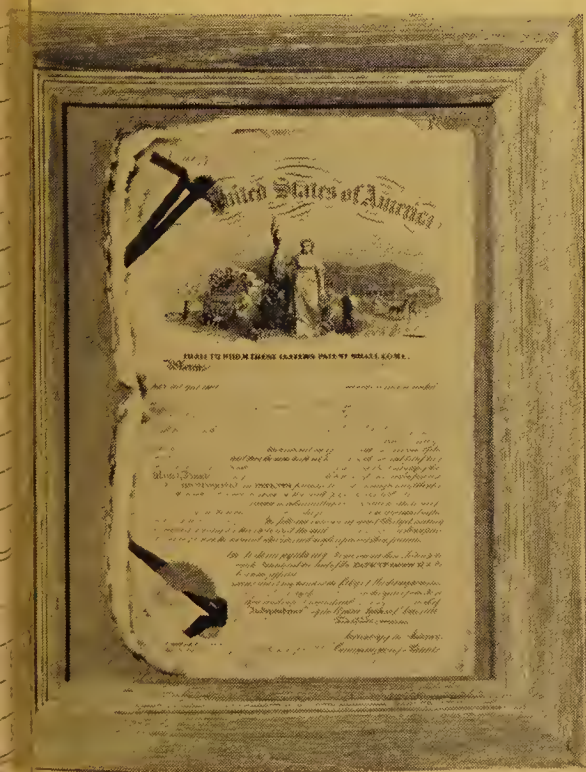
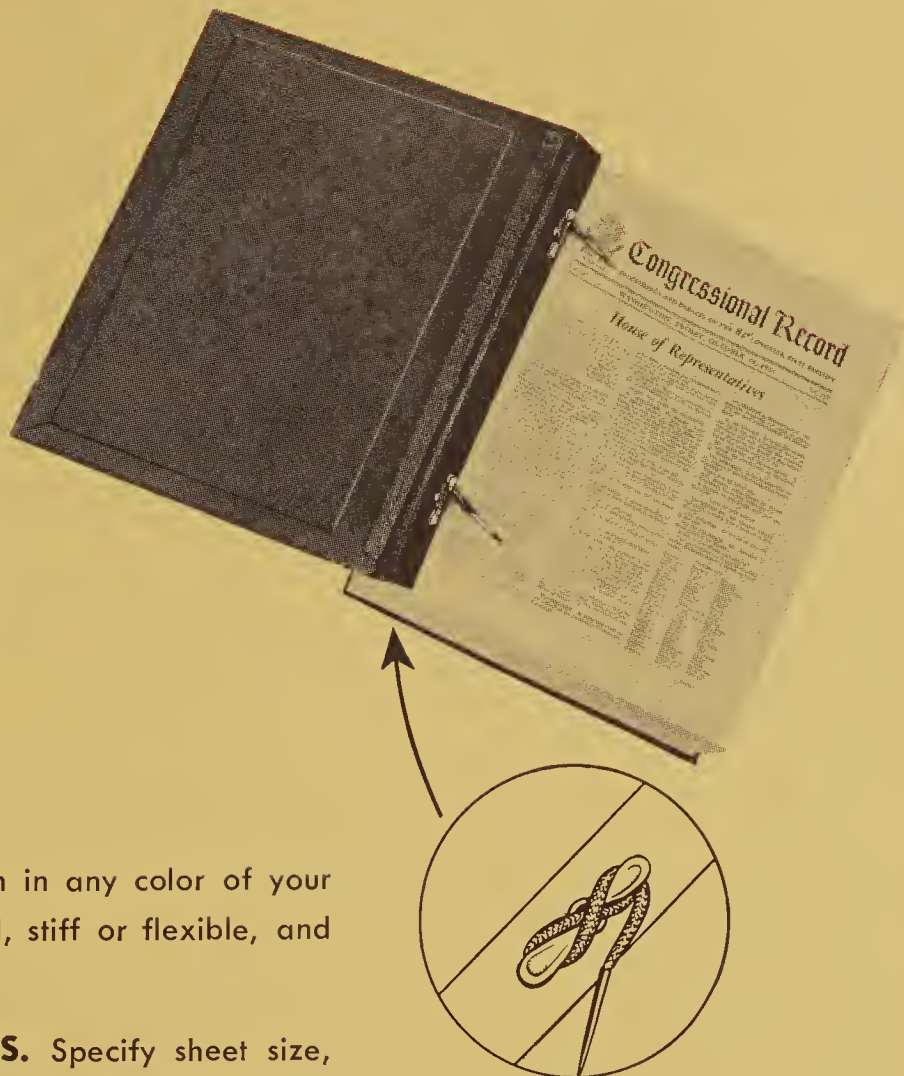


# Barrett

## CONGRESSIONAL BINDERS

**BARRETT CONGRESSIONAL BINDERS** are somewhat similar in construction and use to the Barrett Emerson Binders depicted on the opposite page. However, as will be observed from the illustration to the right, they are made in the open book style — for unlimited expansion. These binders are standard equipment for filing copies of the Congressional Record, records of State Legislatures, City Councils and County Commissions, as well as office forms, receipts, bulletins, sample books, swatch books, etc. The illustration to the right shows a Barrett Congressional Binder made in the "stubs-in" construction with the cleats "fitted front" so that additional sheets or pamphlets can be most readily added to the front of the binder. When its covers are closed the cleats are covered. When price is a factor on quantity orders it is sometimes a little cheaper to make these binders in the "stubs-out" construction with cleats exposed when the binder is closed. This should only be considered when the binders are to be "fitted front" as otherwise the cleats — if "fitted rear" might scratch the surface on which the binder is placed. Most popular materials are grade "L" stiff covers with red imitation leather back and corners, or black cloth sides, or grade "FC" bound in full book cloth in any color of your choosing, although these binders can be made in any material, stiff or flexible, and in any color.

**HOW TO ORDER BARRETT CONGRESSIONAL BINDERS.** Specify sheet size, desired center dimensions of punching, grade of material, color, and of course quantity. Be sure to indicate which dimension is the binding edge. Specify whether "stubs-in" or "stubs-out" and whether the binders are to be fitted front or rear. In giving instructions for gold stamping, always indicate position on cover and direction of binding.



**THE BARRETT EMERSON BINDER** was one of the first loose leaf binders ever made. The picture to the left shows the original patent papers issued to us on April 25, 1871 — about four years after our original development. These papers were singed on the edges by the great Chicago fire of October 8 to 11, 1871. Since that time we have made seven improvements in the mechanism — but the fundamental principal remains the same and the popularity of the Barrett Emerson Binder is attested by its sales — running into millions of binders.

We have a number of interesting displays framed on the walls of our general sales office — contrasting the old original developments with our 62 different types of modern loose leaf binders. Today the Barrett Bindery Co. is one of the largest and most diversified loose leaf binderies in the United States — but — with all of our ultra modern production and products, we still retain a wholesome respect for the earlier days in our company. Some day when you have the time — we hope that you will drop in for a visit — to our Chicago office — to see some of these things for yourself.





Occupied solely by the Barrett Bindery Co.

In addition to the Barrett Emerson Binders and Barrett Congressional Binders illustrated in this booklet, Barrett Loose Leaf Binders are also made in 60 other constructions, styles and mechanisms. Some of these are —

**SALES PRESENTATION BINDERS** . . . including our Three Angle Binders . . . Double Spread Binders . . . Easy Easel Binders . . . Tumble Top Binders . . . and many special variations and constructions.

**CATALOG BINDERS** . . . including our Angle back . . . Automatic Lever . . . Automatic Post . . . Barlock . . . Bearcat . . . Expanding Post . . . Hinged Covers . . . Lie-Flat . . . Multiple . . . Ring Binders . . . Sectional Post . . . Telescoping back . . . Zip-Grip . . . etc. . . . etc.

**MAGAZINE BINDERS** . . . including our Torsion (single copy) binder . . . Multiple copy binder . . . Telephone Directory covers . . . Railway Guide covers . . . Patent Office Gazette covers . . . etc. . . . etc. . . . etc.

**MISCELLANEOUS BINDERS** . . . including Record Albums . . . Photo Albums . . . Scrap Books . . . Report Covers . . . Spring Back Binders . . . Utility Binders . . . Special Developments . . . etc. . . . etc. . . . etc.

**SPECIALTIES** . . . including Acetate envelopes . . . plastic pockets . . . mounting sheets . . . complete die cutting and finishing service on your printed materials . . . etc. . . . etc. . . . etc.

**MECHANICAL BINDING** . . . The Barrett Bindery Co. operates the largest and most complete finishing and mechanical binding service in the United States.

*Ask for Catalogs on Any of the Above Types of Binders*

Cord Binder Booklet No. 5

# *The Barrett Bindery Co.*

**Since 1867**

**Factory and General Offices:**

**1330 WEST MONROE STREET • CHICAGO 7, U. S. A.**



Barrett

# FIBRE BINDERS



The Barrett Bindery Co. manufactures a complete line of Fibre Binders, including many grades and qualities of Cover Stock, Leather Paper, Latex Impregnated and Saturated Leatherette, Plastic and Plastic coated materials, etc., equipped with various types of Loose Leaf Mechanisms.



# Barrett

## COVER MATERIALS FOR FIBRE BINDERS

There are three principal types of materials used in the manufacture of the various styles of Barrett Fibre Binders. These are briefly described and illustrated below. Binders made of any of these materials can be fitted with the six popular mechanisms shown on the opposite page or with almost any of the other 56 loose-leaf mechanisms that we manufacture and supply. Your trademark or other designs, artwork and copy can be beautifully reproduced by means of embossing, decorating, foil stamping, printing, silk screening, etc. Our Art Department is at your service.



**Binders made of Leatherette Papers, and Cover Stocks** are available in three Barrett standard qualities and many special qualities, weights, colors, and finishes.

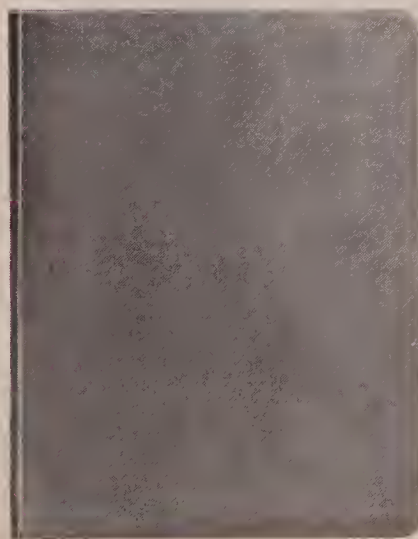
**Grade A**—Heavy-weight Cover Stock — Pyroxylin-coated — waterproof — two-tone contrasted finish — Spanish grain — carried in stock in ten colors — embossed panel front cover. Samples and prices on request.

**Grade B**—Heavy-weight Cover Stock — regular finish — Crush grain — carried in stock in eleven colors — embossed panel front cover. Samples and prices on request.

**Grade C**—Medium-weight Cover Stock — regular finish — Stag grain — carried in stock in twelve colors — with or without embossed panel front cover. Samples and prices on request.



**Binders made of Latex Impregnated and Saturated Leatherettes** are available in five colors (black, brown, red, blue, and green) each of two thicknesses. In appearance, these materials (they are Pyroxylin-coated) closely resemble genuine leather. The popular .025 thickness is about as heavy as the average genuine leather used for wallets, etc. and is sufficiently flexible to allow for folding gusset type binding stubs. The extra heavy .050 thickness is twice as heavy and gusset stubs are sewed in. We stock the materials with and without back coating. We stock the binders with embossed panel and border in .025 thickness only — but can give prompt delivery on specials. Samples and prices on request.



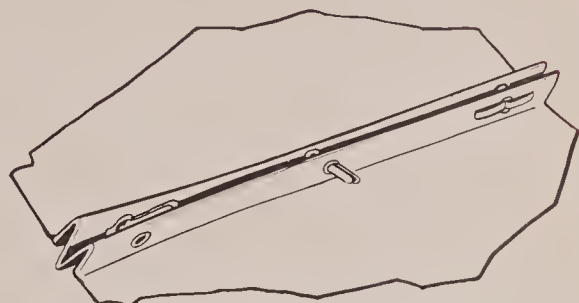
**Binders made of Single Ply (cut flush) imitation leathers and plastics** on heavy fabric base materials will take years of heavy use and are among the most attractive covers that we manufacture. We carry dozens of weights, finishes, styles, grains, and patterns of materials in stock—in a dozen or more different colors. Because of the highly specialized nature of such binders, they must be made to order. Deliveries are prompt. Your trademark or other designs, artwork and copy can be beautifully reproduced by means of embossing, decorating, foil stamping, printing, silk screening, etc. Our Art Department is at your service. Samples and prices on request.



# Barrett MECHANISMS FOR FIBRE BINDERS

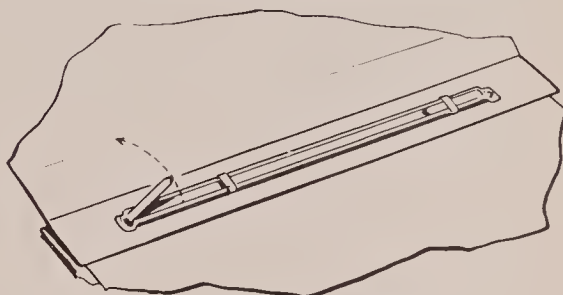
There are six different mechanisms popularly used in the various styles of Barrett Fibre Binders. These are briefly described and illustrated below. Any of these mechanisms—and for that matter—most of the other 56 loose-leaf mechanisms that we manufacture and supply, can be inserted into binders made of any of the three principal types of materials described on the opposite page and many special materials too.

**The Barrett Double Tang Mechanism**, standard for report and proposal covers, consists of two or more double brass prongs permanently fastened to one of the binding stubs of the fibre binder. In use, the prongs insert through the loose leaves, through brass eyelets in the other stub, then bend over to lock. They can be bent and re-used many times. We stock them in three lengths: No. 2 (1 1/8" long) for knife back fibre folders up to 3/8" capacity, No. 3 (1 1/2" long) for box back fibre holders 1/2" to 3/4" capacity, No. 4 (2" long) for box back fibre folders 7/8" to 1 1/2" capacity. Sheets should be punched with 7/32" diam. round holes. Stock covers for sheets 11" x 8 1/2" come with three fasteners standard 8 1/2" outside center to center dimension.



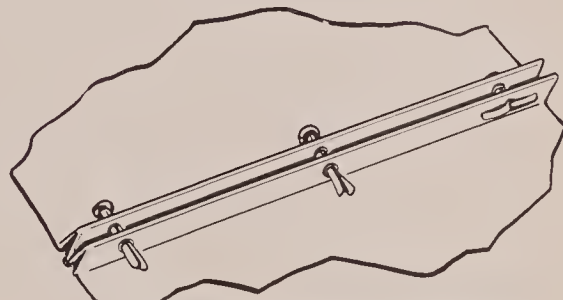
BARRETT DOUBLE TANG

**Barrett Prong Fasteners** provide a speedy, secure and inexpensive means of binding loose leaves temporarily or permanently. Our mechanism consists of a base with two prongs—mounted in one of the binding stubs of the fibre binder and a compressor bar with two locking slides located on the other stub. Capacities from 1" to 4". Standard center to center spacing of prongs 2 3/4", 4 1/4", 5 1/2", 6", and 8 1/2". Sheets should be punched with two round holes 7/32" diam. The mechanism can be bent and re-used a number of times.



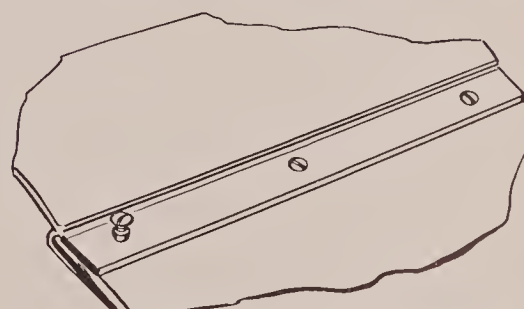
BARRETT PRONG

**Barrett Paper Fasteners** are the lowest priced means of binding loose leaves temporarily or permanently into fibre binders. They are one of the oldest and best known fasteners on the market and consist of two or more double prongs—made of flexible brass to insure many bends without breaking. In use, they are inserted through one of the binding stubs and the loose leaves—and are bent over and locked against the other binding stub. Capacities 1/4" to 4". Can be located almost any center to center distance. Sheets should be punched 7/32" diam. round holes.



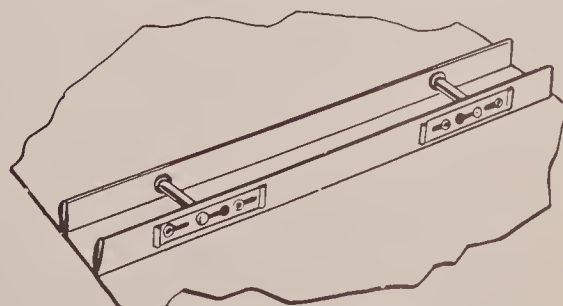
BARRETT PAPER FASTENER

**Barrett Posts and Screws** are among the most popular type of fasteners used to temporarily or permanently bind loose leaves into fibre binders. They are generally turned from solid brass or aluminum and are furnished two or more per binder. The heads of the screws have been slotted so that they can be turned with a coin or if you prefer—with a screw driver. As a matter of fact, they are so accurately machined that many of our customers merely turn them with their fingers. Capacities 1/4" to 4". Can be located almost any center to center distances. Sheets should be punched with 7/32" diam. round holes.



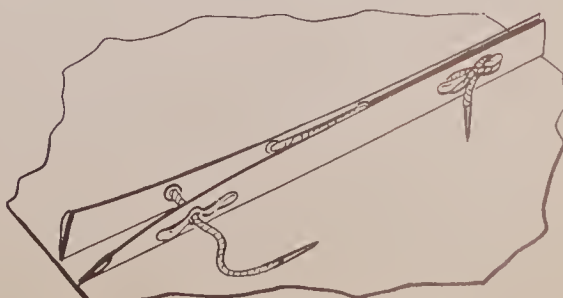
BARRETT POST and SCREW

**The Barrett Bearcat Mechanism** is the fastest and most positive loose leaf device available for use in fibre binders. To open the binder just slide each slide outwards toward the edges of the cover. Note that the slides can be moved independently when desired. To lock sheets merely reverse the operation. No loose parts to lose. Capacities from 1/4" to 4". Posts can be located almost any center to center distance. Usually furnished with two posts per binder but it is possible to use three or more. Sheets should be punched with 7/32" diam. round holes.



BARRETT BEARCAT

**The Barrett Emerson Mechanism** (we've made millions of them) is a fast action cord binding device. Specially braided cords hold your sheets and are belayed around the patented spring steel cleats. The cords have self-piercing, non-detachable tips. Many of our customers don't bother to punch the sheets but merely thread the self-piercing tips of the cord through the sheets. Others punch round holes 1/8" diam. or a little larger. Made with two or more cleats per binder—almost any center to center dimensions. This mechanism is capable of almost unlimited expansion.



BARRETT EMERSON





Occupied solely by the Barrett Bindery Co.

In addition to the Barrett Fibre Binders illustrated in this booklet, Barrett Loose Leaf Binders are also made in 62 other constructions, styles and mechanisms. Some of these are—

**SALES PRESENTATION BINDERS** . . . including our Three Angle Binders . . . Double Spread Binders . . . Easy Easel Binders . . . Tumble Top Binders . . . and many special variations and constructions.

**CATALOG BINDERS** . . . including our Angle Back . . . Automatic Lever . . . Automatic Post . . . Barlock . . . Bearcat . . . Emerson . . . Expanding Post . . . Hinged Covers . . . Lie-Flat . . . Multiple Ring Binders . . . Sectional Post . . . Telescoping Back . . . Zip-Grip . . . etc. . . . etc. . . . etc.

**MAGAZINE BINDERS** . . . including our Torsion (single copy) Binder . . . Multiple Copy Binder . . . Telephone Directory Covers . . . Railway Guide Covers . . . Patent Office Gazette Covers . . . etc. . . . etc. . . . etc.

**MISCELLANEOUS BINDERS** . . . including Record Albums . . . Photo Albums . . . Scrap Books . . . Report Covers . . . Spring Back Binders . . . Utility Binders . . . Special Developments . . . etc. . . . etc. . . . etc.

**SPECIALTIES** . . . including Acetate envelopes . . . plastic pockets . . . mounting sheets . . . complete finishing service on your printed materials . . . etc. . . . etc. . . . etc.

**MECHANICAL BINDING** . . . The Barrett Bindery Co. operates the largest and most complete finishing and mechanical binding service in the United States.

*Ask for Catalogs on Any of the Above Types of Binders*

Fibre Binder Booklet No. 52

# *The Barrett Bindery Co.*

**Since 1867**

**Factory and General Offices:**

**1330 WEST MONROE STREET • CHICAGO 7, U.S.A.**





**33 YEARS**  
*of Service*



*to*

**Magazine  
Publishers**

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Division of

**The Barrett Bindery Co.**

1330 WEST MONROE STREET • CHICAGO 7, ILLINOIS, U. S. A.





These beautifully finished binders make an inviting showcase for your magazine. They are produced by The Barrett Bindery Company, for 80 years a leader in this art, and combine materials and stampings of the finest quality. The sole purpose of the binders is to keep your magazine fresh and appealing—they contain no advertising of any kind.

## the BALL LIBRARY

**T**HE BALL LIBRARY SERVICE puts your magazine in the hands of valued readers—in the best possible way, at the best possible time—and at less cost than you can do it yourself!

The traveling man or woman is recognized as the ideal reader for any magazine to have. Surveys reveal that travelers account for thousands of new subscriptions. A trip by plane, train, or steamship always affords time for reading...interested, thorough reading. Indeed, for many businessmen this is the *only* time for reading.

Remember that among these men are your advertisers. They see their ads in your magazine... they see other men and women looking at their ads... and it makes a lasting impression.

### What the BALL LIBRARY SERVICE does

The BALL LIBRARY SERVICE acts as a clearinghouse between the publisher and the transportation lines. Thus neither is involved in the thousand-and-one details that go with bringing magazines to the traveling public.

Through long-established contacts with railroads, air and steamship





# SERVICE works for you

lines, the BALL LIBRARY SERVICE knows just the right people to see—and when to see them!

This last is important. Many transportation lines accept new subscriptions *only* at the time the old ones expire. In every case, we know the strategic time to present your magazine.

## The Cost of BALL LIBRARY SERVICE

Cost depends entirely on the circulation you desire. Some publishers offer free subscriptions and free binders to transportation lines in order to secure the widest possible distribution. Others provide just one of the two, or settle on a reduced price for both—there is no set rule about it.

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Because the BALL LIBRARY SERVICE is thoroughly familiar with regional reading habits, you are assured that your magazine is going where it will do you the most good.

We shall be pleased to explain how the BALL LIBRARY SERVICE meets your particular requirements. Write for full details.





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## *Your Assurance of Alert and Dependable Service*

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These years have been marked with the enthusiastic participation of many leading publishers and practically all railroads, air and steamship lines operating in and out of the United States.

The BALL LIBRARY SERVICE was the first of its kind and has kept abreast of changing conditions, always seeking new and better ways to serve publishers. Your inquiries are welcome.



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**33 YEARS**  
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*to*  
*Leading Transportation*  
*Lines*

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## *How* the BALL LIBRARY SERVICE helps Railroads, Air and Steamship Lines

**T**RAVELERS with time on their hands like to spend leisure hours in reading. Current issues of the popular magazines are always in brisk demand.

The transportation lines recognized this demand many years ago. But it was not easy to maintain magazine libraries... it involved contacting publishers individually, arranging for subscriptions, buying binders, ordering replacements, and many other bothersome details.

Then, in 1915, came the Ball Library Service. Here was a central source for magazine service, doing away with the tiresome negotiations and detail work that took so much time and effort for transportation officials.

The Ball Library Service became a clearinghouse between the publishers and the transportation lines, handling everything from the preliminary arrangements to the last detail.

Today, through its long-established contacts and seasoned experience, the Ball Library Service does a job for railroads, air and steamship lines that is unique in its completeness.



**SEE**  
**POSTCARD**  
**INSIDE OF**  
**BACK**  
**COVER**



**SEE  
POSTCARD  
INSIDE OF  
BACK  
COVER**



# *How* This Specialized Service Operates—

**M**OST publishers know the value of displaying their magazines in railroad trains, airplanes and steamships. Not only do they welcome the prestige it gives them, but they see it as a plus service for their advertisers. Also, travelers account for many new subscriptions.

Hence, there is a warm response to the Ball Library Service. Some publishers go so far as to furnish binders and subscriptions free of charge. Others provide one or the other free, or perhaps half price for both—there is no standard rule about it. In any case, the Ball Library Service passes all savings on to you. *The only charge for Ball Library Service is a small service charge included in the cost of the binder—only a fraction of the cost of the solicitation were this service not available.* The Ball Library Service makes no profit whatever on the magazine subscriptions.

BINDERS CONTAIN NO ADVERTISING MATTER OF ANY KIND.







## Magazine Binders are *Personalized* to fit your requirements

**B**INDERS deserve careful study because they become an important part of your interior decorating scheme.

The Ball Library Service offers a full selection of materials, beautifully finished, including genuine cowhide of the finest quality. You have a wide choice as to stampings, too—hand tooled, colored, gold or silver foil—each showing the name of the magazine, the name of the line with its symbol or trademark and, where desired, the name of the individual train or ship.

A great number of samples are available for your inspection, and the Ball Library Service will gladly give suggestions as to design, color, etc., to harmonize with your interiors.

When a magazine changes its size, binders of the new and correct size are automatically furnished at the right time. The Ball Library Service keeps a careful record of all details so that you are assured of uniformity as new binders replace old ones.



# The BALL LIBRARY SERVICE

## ***SAVES TIME***

**T**HROUGH long-established relations with leading publishers, the Ball Library Service concludes negotiations and handles all arrangements in a minimum of time. We know the people to deal with and how to deal with them—to work out the proposition in each case to your mutual advantage.



## ***SAVES WORK***

**Y**OU eliminate the burden of correspondence with numerous publishers when you appoint the Ball Library Service. We handle all the letter writing, the placing of subscriptions, securing the necessary authority for your free binders, renewals and replacements, changes of forwarding addresses, revisions of lists, etc. In our special bulletins we bring new publications to your attention, and remind you of others that you might have overlooked.



## ***SAVES MONEY***

**F**UNCTIONING as a clearinghouse between transportation lines and publishers, the Ball Library Service has developed to a point of efficiency where it saves money for all concerned. We have established procedures with many leading publishers which cut through red tape in securing free binders, reduced rates on subscriptions, etc. In fact, actual records show that savings to transportation lines range from fifty to eighty per cent, sometimes even more!







## You Select the Magazines

**T**HE magazines which the Ball Library Service offers to transportation lines are selected on the basis of experience and judgment. Reference to our Participants' List will bear this out. We will gladly help with your selection if you so desire, or submit tentative lists for your consideration. Since reading habits vary in different sections of the country, our experience may be of genuine assistance to you. But the final selection is up to you. You tell us what you want. We carry on from there to work out the solution.

## We Handle All the Details

**T**HE securing, placing and routing of subscriptions, the proper design and manufacture of binders, the renewals or replacements, handling of complaints, etc., are all a part of the complete Ball Library Service.

As one of our clients in the transportation field recently wrote us, "We like the Ball Library Service because we tell you what we want—then we can forget about it. We always get what we want, when we want it."



Gentlemen:

Please send full details on the terms of your service, with current copy of the  
Bel Library Service Participants' List.

Name of Company\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_ State\_\_\_\_\_

By\_\_\_\_\_ Title\_\_\_\_\_



Postage  
Will Be Paid  
by  
Addressee

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Postage S  
Necessa  
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First Class Permit No. 9573, Section 510, P. L. & R., Chicago, Illinois

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**The Barrett Bindery Co.**

**1330 WEST MONROE STREET**

**CHICAGO 7, ILLINOIS, U. S. A.**





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You need not search far for the reasons

that underlie the growth of any business — look to the product or service rendered to its users. The Ball Library Service was the first of its kind and has kept abreast of changing conditions, always seeking new and better ways to serve transportation lines and publishers.

Your inquiries are welcome. The enclosed, self-addressed card is for your convenience.







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1330 West Monroe Street  
Chicago 7, Illinois, U. S. A.





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# Barrett STEEL RULE DIE CUTTING



*Now!*

*At Last!*

~~Fourteen~~ Presses to Serve You—Sheet Sizes up to ~~46 1/2" x 69 1/2"~~

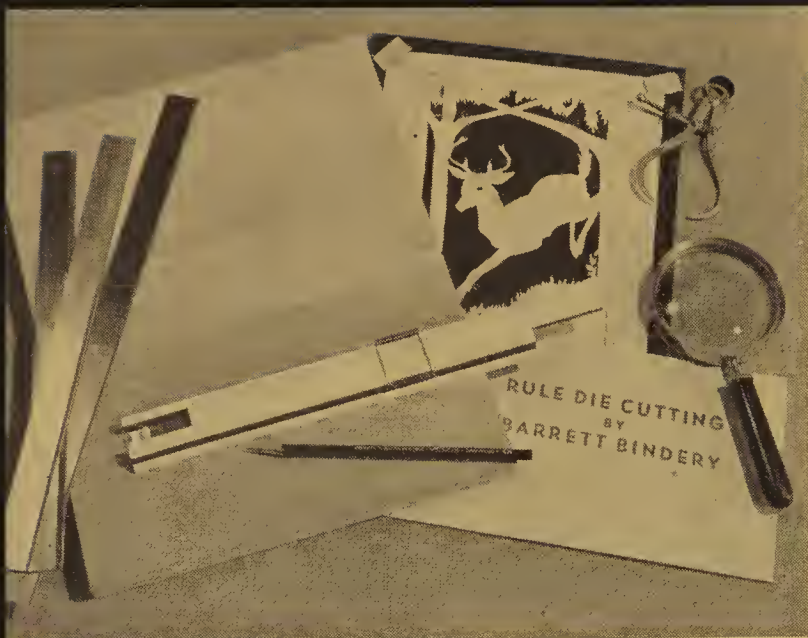
**52" x 78"**

**Sixteen**

This booklet has been prepared to better acquaint you with Barrett's process of Steel Rule Die Cutting. It is sent to you as a reminder that you can sell more printing . . . and offer even better service to your customers by the addition of this attractive, yet inexpensive Finishing Process.



# Barrett...



1

The first step in steel rule die making is the preparation of the copy and detail to be followed. Your printed sheets or plate proofs are taken by our layout department and lined up, or otherwise marked to indicate the exact locations of the edges and openings to be die cut.

The prepared copy is then forwarded to the bending department where skilled craftsmen transform the straight lengths of specially sharpened and honed cutting rule (shown in the first illustration) to conform to the detail in the layout. This is done on bending machines built for this sole purpose. As many as twenty sets of forming tools will be used in various combinations during this process.

Considerable skill is required, since too much pressure, or improper combination of forming tools will ruin the rule.

Every length of rule used in Barrett Steel Rule Dies is calipered for height and accuracy of grinding before it is used. We allow a tolerance of only half a thousandth of an inch. This extra care helps to produce dies of the highest quality and like "pre-make ready" in halftone printing, it reduces the make ready time and greatly prolongs the life of the die.

The formed rules are next sent to the transfer department. Here they are again

checked with the layout and, if satisfactory, are carefully pressed through the layout sheet, making an actual die cut pattern. When this operation is finished we have produced a complete die cut impression before the die is half finished.

2



On intricate work we use "dead soft" rule which must be hard-



# STEEL RULE DIE MAKING

3



ened after it has been formed. This is done in our own hardening furnaces under the most rigid supervision because here again even a slight deviation will spoil the rule. After being quenched and annealed the rules are tested and polished and are ready for fitting.

While the hardening operation is being performed the "mask" which was produced by pressing the rules through the layout, is taken back to the layout department, where it is transferred onto the die base. This is usually made of five ply laminated birch, especially seasoned for just this purpose.

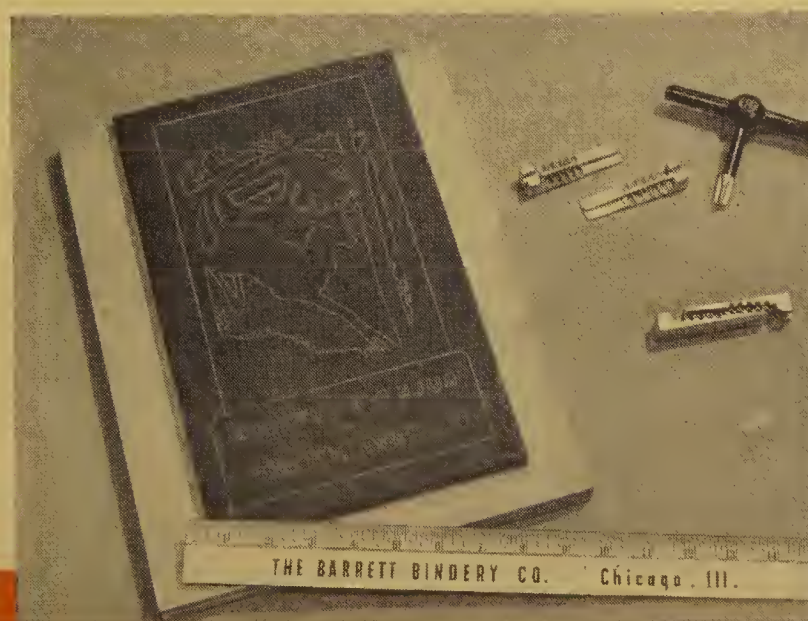
The next step is in preparation for the sawing. A number of small holes are drilled through the die base to facilitate insertion of the saw blades. The base is then sawed to outline as indicated in the second illustration.

The hardened rules are then fitted into the sawed slots, all joints and corners being mitred. Of course the slots have been sawed to a width corresponding to the thickness of the rule so at this stage the die appears like the third illustration.

The last operation is the preparation and affixing of the cork or rubber stripper. When the die is in use on the press the stripper recedes under the impression but expands as soon as the impression is released, ejecting or stripping the die cut sheet from the cutting edges of the die.

4

The stripper may be made from a solid pad as shown in the fourth illustration or in some instances may consist of a series of cubes attached at proper intervals along the cutting edge.





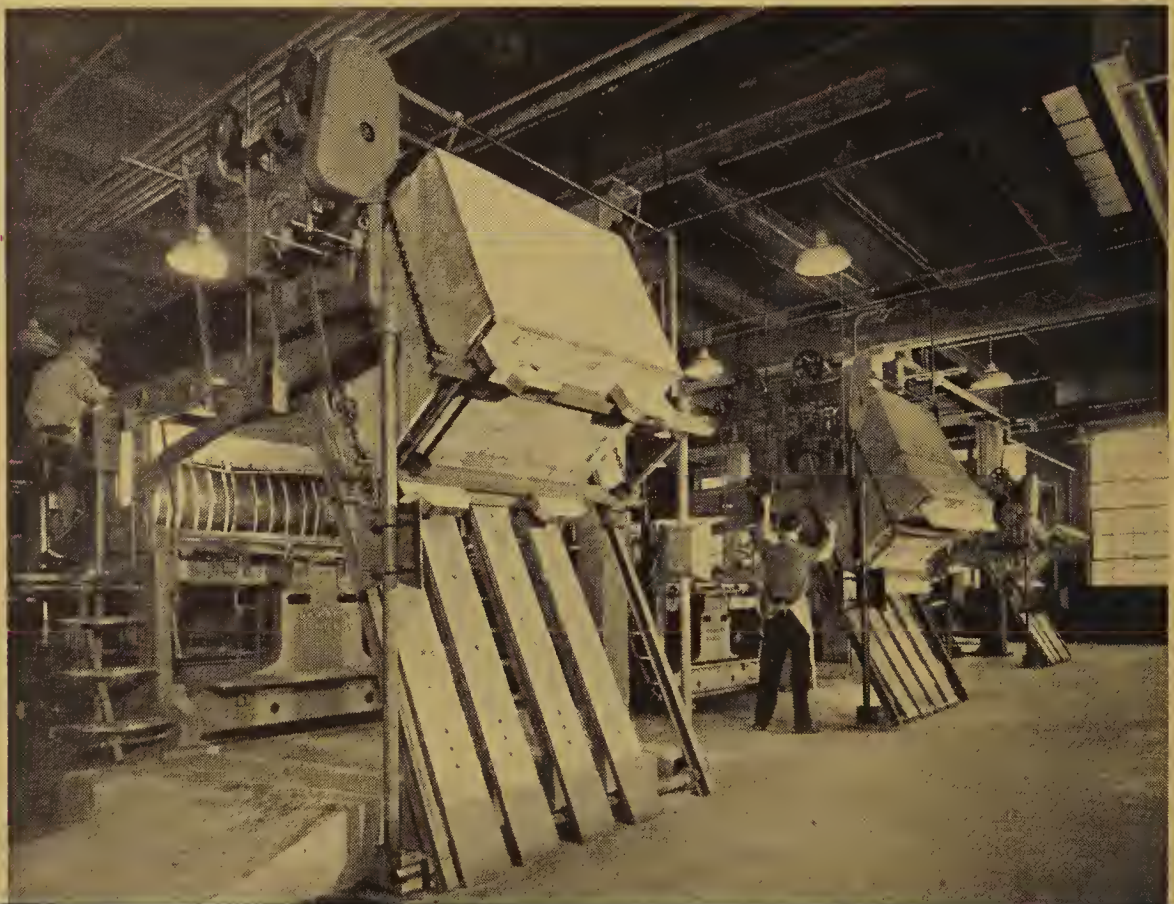
# *Barrett*

## STEEL RULE DIE CUTTING

Steel Rule Die Cutting is one of the finishing operations that must closely resemble the printing or lithographing processes. In cost as well as in performance it is often considered comparable to the addition of another color.

First class die cutting cannot be performed on re-built printing presses. All of the rule die cutting presses here at Barrett's have been designed and built especially for die cutting. Their guide and gripper arrangements are the same as on your presses, enabling us to register as closely as another color.

Although much of our press equipment has been built especially for our process of Steel Rule Die Cutting, it can be considered in three general classifications. First — our very recently developed fully automatic presses which have been built for us in two sizes, 28" x 41" and 46" x 69". We also have a number of semi-automatic presses, because there are certain kinds of work that can be handled most efficiently on this type of special built equipment. Our hand fed presses are generally used on short runs — or on unusual jobs — or on jobs where the stock is extremely thick, heavy or stiff.















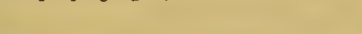
**MAKE READY AND RUNNING** — The principle of Steel Rule Die Cutting is that the delicate knife edge of the die must exactly, — and we really mean exactly, — contact the hardened and polished steel surface of the die cutting press' cylinder or platen. Even a slightly over-packed make ready will ruin the keen edge of a good die. On the other hand, insufficient make ready results in ragged edges, since the die is then cutting only partially through the stock. It is apparent that upon this operation depends the quality of the finished job, as well as the life of the die. The precision required for satisfactory performance is found only in presses built especially for die cutting. Steel Rule Die Cutting cannot be properly produced on re-built printing presses.

We recently ran about four hundred thousand sheets on one die which, due to correct press equipment, careful die making and proper make ready, showed only .003" reduction in height at the end of the job. This amount of wear, as you may know, is about equal to the thickness of this page.

Feeding cylinder sheets up to 46½" x 69½" can be compared to handling a one-color job on one of your own presses. The Delivery is somewhat different since the sheet is oftentimes cut into many pieces by the die cutting impression. Our largest Platen Presses will handle 32" x 46" sheets, and we have run stock over ½" thick on them.

While Paper and Cardboard are the most common materials, we have also die cut quantities of Fibre, Masonite, Celotex, Wallboard, Sheet Rubber, Cloth, Leather, Fabrikoid, Celluloid, Asbestos, Mica, Cotton Wadding, Thin Metals such as copper, zinc, iron, tin and lead, Wire Screen, many types of Fine Wood used for inlaid veneers on furniture, and Balsa Wood for model airplanes.



	Coarse
	Medium
	Fine
	Long Wave
	Deckle Edge
	Close Wave
	Coarse Angle
	Medium Angle
	Fine Angle

*Barrett....*

Substantial savings in your die cutting costs are made possible through the use of Barrett standard wave rules and deckle rules shown in the illustrations on this page. Although, as described on pages 2 and 3 of this booklet, we are equipped to make our cutting dies to conform exactly to the details

and contours of your designs, worthwhile economies can be effected when these designs can be standardized and the bending performed on automatic machines.

We regularly die cut many millions of greeting cards, place mats, edging papers, box liners and novelties — and while a good portion of these are die cut with especially formed dies, we have found a growing tendency among our customers to avail themselves of the economies made possible through the use of Barrett standard wave rules and deckle rules. The above chart has been included in this booklet as a guide to your art department, to be used in instances where you want a wavy edge die cut to register with your printed design. This chart will also be found helpful in selecting wavy edges for jobs where the printing has no particular relation to the wavy or irregular edge.

Savings in cost amounting to over 50% are possible through the effective use of Barrett standard wave rules and deckle rules. Proportionate savings are possible through their partial use as, for example, in the die cutting of greeting cards and fancy place mats where the outside edges are made of standard wave rules and the corners are especially bent according to the artist's design.



# STANDARD WAVE RULES & DIE CUT PERFORATING RULES

Barrett die cut perforating rule is made in the 9 standard sizes and styles illustrated on this page and in any number of special sizes and combinations of tooth sizes.

In our production of your jobs calling for die cutting and other finishing operations, we make frequent use of this die

cut perforation in combination with other die cut operations performed at the same time and at the same impression. For example, we frequently die cut runs of circulars on which a return card or coupon has been included. By using our standard perforating rules, we can do the perforating at the same impression as the die cutting and consequently at no additional running cost.

We frequently use perforated lines in place of crease scores and cut scores—particularly on the smaller sizes of animated folders, greeting cards, booklets and novelties. Experience has shown that a far more accurate fold is possible when perforated lines are substituted for scored lines—particularly when the fold is under 2" long or is located close to some die cut edge or opening.

Barrett die cut perforation can be made as effective as the conventional pin hole or slot hole perforations and is oftentimes a great deal cheaper, particularly when there are a number of lines spaced close together. Although we generally make the impression sharp, clean and inconspicuous, we have recently developed a new and interesting variation which can be had with any of our die cut perforations. Under this method, we emboss a crater around each individual perforation. It greatly enhances the appearance, particularly when the perforation goes through a solid color . . . and it is still an inexpensive operation.

----- 18 teeth per inch

----- 12 teeth per inch

----- 10 teeth per inch

----- 8 teeth per inch

----- 6 teeth per inch

----- 4 teeth per inch

-----  $\frac{1}{16}$ " Tooth,  
 $\frac{1}{16}$ " Space

-----  $\frac{1}{8}$ " Tooth,  
 $\frac{1}{8}$ " Space

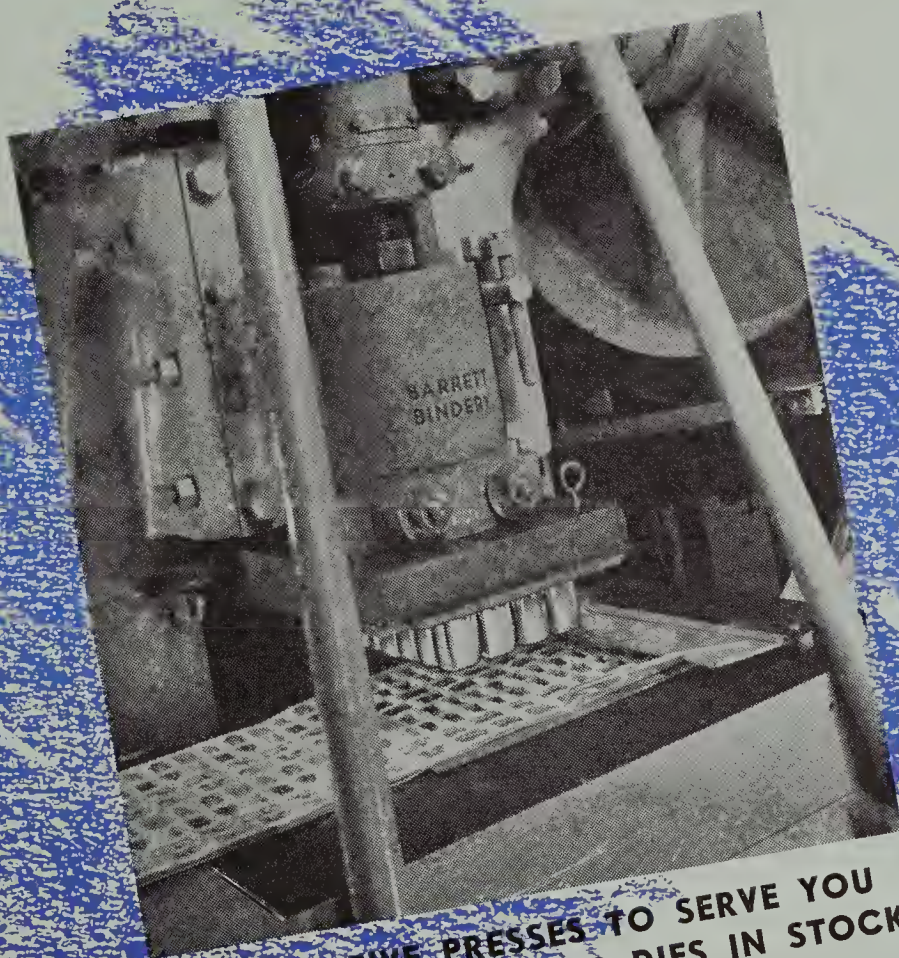
----- Cross Cut







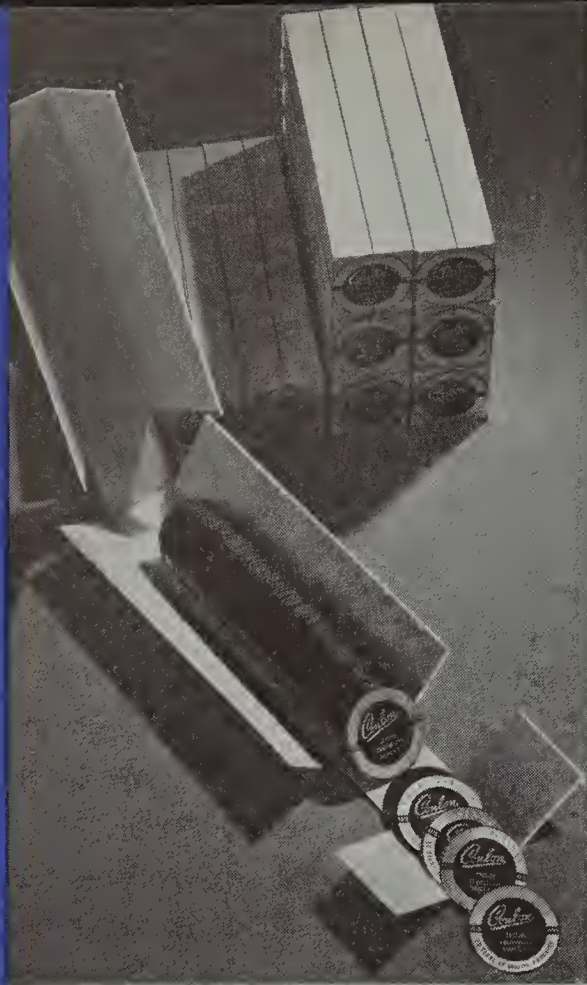
# *Barrett* **HOLLOW DIE CUTTING**



**TWENTY-FIVE PRESSES TO SERVE YOU  
OVER THREE THOUSAND DIES IN STOCK**

This booklet has been prepared to better acquaint you with Barrett's process of Hollow Die Cutting. It is sent to you as a reminder that you can sell more printing . . . and offer even better service to your customers by the addition of this attractive, yet inexpensive Finishing Process.





## *Barrett* **HOLLOW**

**...Twenty-Five Presses to Serve**

The three books in the lower right illustration are waiting for your inspection here in our office. They contain cut-out proofs of over three thousand hollow dies that we are now carrying in stock for your convenience. They have been classified, grouped and indexed for ready reference. You can effect substantial savings in the cost of your die cutting jobs by availing yourself of this stock equipment.

When you are figuring on a job of labels, booklets, tags or forms requiring Hollow die cutting, just give us a rough outline or general description of your requirements. We will give you actual cut-out impressions of a number of dies that most closely approach your needs. Then, if you arrange your printing to conform, our only charge to you is the very moderate cost of running.

We have Round dies from one quarter of an inch to twenty-four inches in diameter and in many instances, graduated by sixteenths of an inch.

The next time that you are just west of the Loop, we hope that you will pay us a visit here at 1330 West Monroe St. We want to go through these Hollow Die Sample Books with you, give you sample cut-outs of the shapes that you may need and then take you through our factory. Here, among many other Finishing Operations, we can show you our battery of twenty-five Hollow Die Cutting presses turning out many variations of die cutting work.

With such extensive and diversified equipment, it can be readily seen how we can handle your smallest order of perhaps a few hundred pieces—One day service as a rule—as well as your larger orders of possibly many millions. On Beer labels, for example, we have consistently produced three million of one kind per day, over a period of several months without overtime operation.



The process of Hollow Die Making is, in reality, a refinement of the blacksmith's art. Barrett Hollow Dies are hand forged from a special Molybdenum Alloy steel. Since the steel is  $2\frac{1}{2}$ " wide and  $\frac{3}{8}$ " to  $\frac{1}{4}$ " thick, it must be heated to 1550 degrees (bright cherry red color) before it is formed to the desired shape. The Forger follows a metal pattern which is prepared from your printed copy. The join or seam of the steel is acetylene welded so completely that after



# DIE CUTTING

**You—Over Three Thousand Dies in Stock**

the weld has been forged out and the die has been surface ground, sharpened, honed and polished, it is impossible for even the most expert to detect where the weld has been made.

Properly laid out and handled, Hollow die cutting is a rapid operation which speed is reflected in its low cost. In quantities of under one million, a single die is generally used. Labels should be laid out, if possible, in straight rows with at least  $\frac{1}{4}$ " space between all actual die cut edges. If run in large sheets, additional spaces should be left so that the full sheets can be cut down into sections about 18" x 24" or less.

Before die cutting your sheets, we carefully jog them to guides and tab, staple or clamp them in lifts. The die is then registered and driven through the lift of stock by the press impression.

On small quantities the die is individually registered for each impression and it is here that skill and experience combine to produce fine register. Larger quantities are run to step guides or micrometric gauges, depending on the nature of the work.

In quantities of several million cut-outs or labels, we generally make multiple gang dies, consisting of a number of regular hollow dies mounted to register on heavy steel plates. A special device allows the finished labels to pass up inside of the dies and then out from the upper surface for packing.

Standard practice is to pack die cut labels or booklets in cartons with a die cut marker between thousands and separators between rows. However, at a very slight additional charge, we can string tie in lifts—or pack in special form fitting folding cartons of our own design. Operators of labeling departments have told us that our special packing has saved them more than the total cost of die cutting by facilitating their handling and attaching.

The foreman of our Hollow Die Cutting Department has grown up in the business and in the many years that he has been with us has built up a crew of skilled operators. These men not only understand their part of your job, but have also been given a thorough understanding of the printing processes so that they may better cope with the difficulties that inevitably occur in the production of printed materials. We do no printing or lithographing whatsoever.



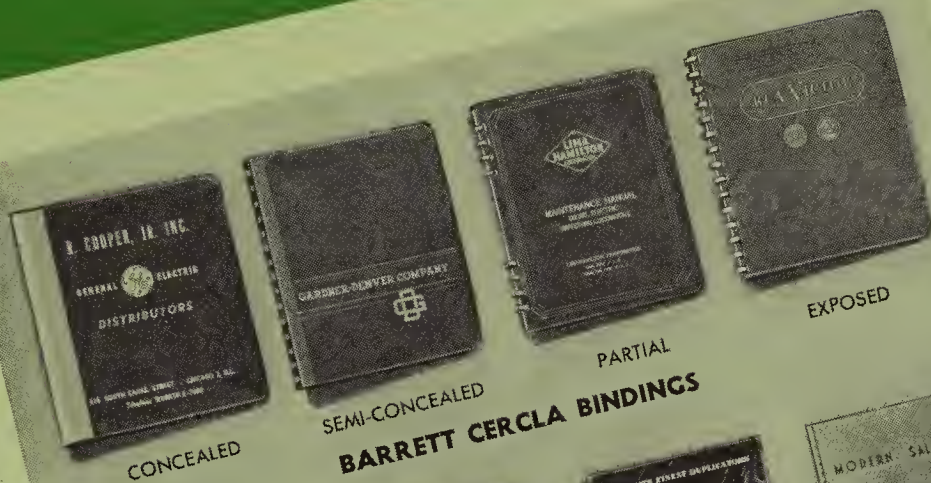
★ *For quality production—at moderate cost — when speed is essential—Send your job to Barrett.*



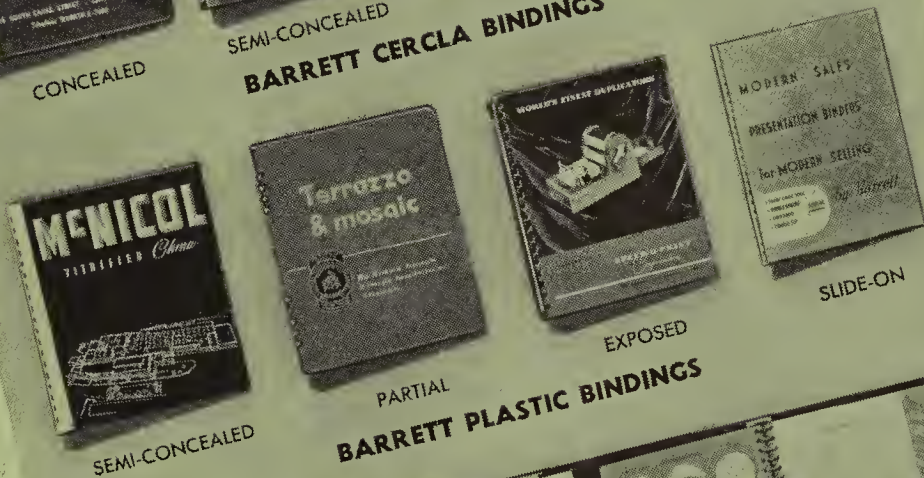




# Barrett MECHANICAL BINDING



## BARRETT CERCLA BINDINGS



## BARRETT PLASTIC BINDINGS



## BARRETT LOOSE-LEAF MECHANICAL BINDINGS

The Barrett Bindery Co. operates the largest and most complete finishing and mechanical binding service in the United States . . .



# Barrett

Equipped with

**THE BARRETT BINDERY CO.** operates the largest and most complete finishing and mechanical binding service in the United States. In the following pages of this booklet you will find illustrations and descriptions of some of the many kinds and styles of our mechanical bindings.

**BARRETT MECHANICAL BINDINGS** are particularly effective when used in Barrett case bound covers. Your Sales Presentations . . . or Catalogs . . . or other types of printed material are most effective . . . they will receive greatest attention and will last for years in Barrett case bound covers.

**BARRETT CASE BOUND COVERS** can be bound in various colors and grains of book cloths . . . imitation leathers . . . genuine leathers . . . special fabrics . . . or specially printed paper.

**BARRETT CUT FLUSH COVERS** made of leather-like materials, or from Barretol plastics (of our own manufacture), or leather grained fibres, or paper cover stocks can also be furnished for use with Barrett mechanical bindings.

**Or,** if you prefer, you can furnish your own printed covers along with your printed leaves and we will mechanically bind your materials, using one of our many kinds and styles of mechanical bindings best suited for your job.



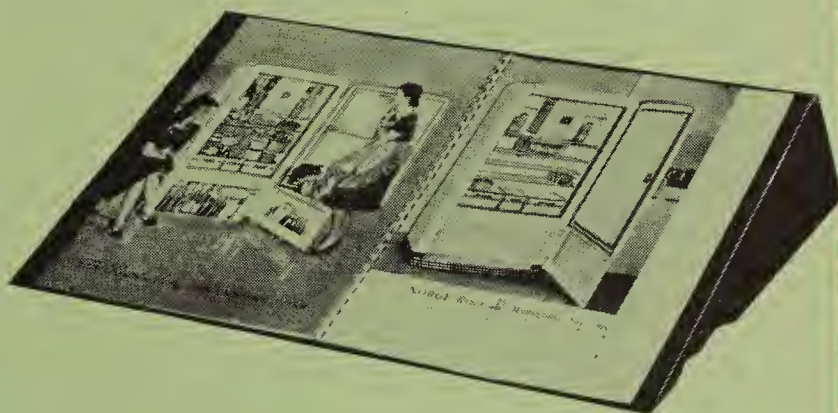
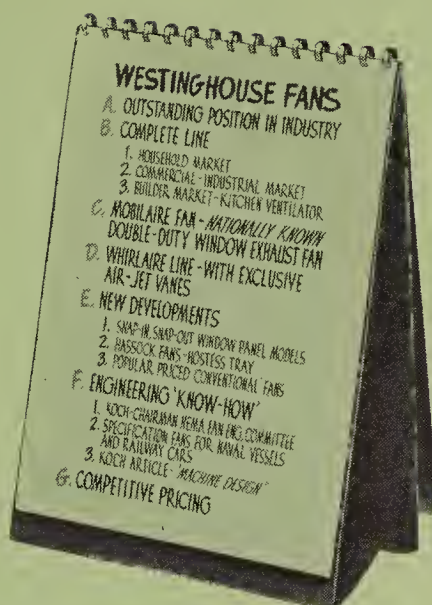


# BINDERS

## Mechanical Bindings

Barrett Sales Presentation Binders with patented display features are particularly effective when sheets are mechanically bound. Here's a job we did for Westinghouse in an inexpensive version of the Barrett Tumble Top Binder.

A Barrett 3-angle binder can be used flat, or it can be placed in a 25 degree angle at a single touch, or at a 65 degree position by another touch. There are hundreds of thousands of these patented binders in use at the present time. The Norge Refrigerator people are enthusiastic users of Barrett 3-angle binders.



Barrett Easy Easel Binders, equipped with one of Barrett's mechanical bindings are the perfect binder for vertical display. They set up automatically . . . in two seconds or less . . . absolutely rigid, no snaps or supports to attach, and they fold down automatically too.





*Barrett*

## CASE MAKING AND BINDING

The Barrett Bindery Company specializes in the manufacture of cases or covers with our various mechanical bindings . . . or loose leaf mechanisms.

Any quantity, from a single unit to a million or more can be handled promptly, efficiently, and economically. Extra large sizes can be handled as efficiently as those of more conventional dimensions.

Barrett cases and covers are made from a great variety of materials including all of the many colors, grains and finishes of book cloths . . . imitation leathers, genuine leathers, special fabrics, and specially processed and finished papers. They can be bound with printed paper sides furnished to us by our customers.

Barrett cases and covers are made with special non-warping adhesives and are given special treatment to still further insure their lying flat . . . in use. Most of our standard materials are weatherproof and have been designed to stand up under the heaviest use and abuse. Our productive capacity in this department is enormous . . . many thousands per day, and every individual unit is carefully inspected by skilled inspectors before it is passed and approved. We believe in and practice the theory of "inspection after every operation."





*Barrett*

## FOIL STAMPING, EMBOSSING AND SUPER-FINISHING

Barrett cases and covers are especially effective when finished by one or more of our various foil stamping, embossing, or super-finishing processes.

We have designed and built special automatic fed equipment that enables us to stamp as many as four colors of foil at a single impression, and consequently at a cost no greater than that of a one color job. We can also emboss . . . grain . . . hand tool . . . or simulate hand tooling at a surprisingly low cost. Special machinery and equipment enables us to do fine color spraying . . . silk screening . . . or super-finishing in connection with our embossing and finishing.

Our Art Department specializes in the creation of unusual and attention getting cover designs and finishes. This department works in close conjunction with our engraving department thereby achieving artistic effects that are practical, and that can be produced to give maximum effectiveness, at minimum cost.





*Barrett*

## SHEET WORK AND FINISHING

The successful performance of any mechanical binding is dependent to a large extent upon proper sheet work, and finishing. Here at the Barrett Bindery Co. we are equipped to handle every operation in connection with your printed material, except the actual printing. You, or your printer, deliver the sheets and pages to us just as they leave the press. We cut them, possibly index them, or die cut them . . . equip them with mechanical effects, revolving dials or indicators, or any other special effect that may be required.

Then your sheets are gathered into sets, punched for whatever type of mechanical binding is best suited to your job, and prepared for insertion and mechanical binding into the covers or cases.

Here again we rigidly adhere to the theory of "Inspection After Every Operation." Every book is inspected for proper sequence, and any other details pertaining to its proper make-up. Sounds expensive . . . doesn't it? Actually it isn't, it's all a matter of system. When we first installed these departments, we determined that all production would be commercially perfect. All plans, methods, production layouts, and methods of inspection were set up accordingly. In other words . . . it's all in the day's work.





# Barrett

## MECHANICAL BINDING

The Barrett Bindery Company operates the largest and most complete Finishing and Mechanical Binding Service in the United States. As described and illustrated in preceding parts of this booklet, your printed material can be mechanically bound into its covers, using a variety of kinds and styles of Barrett mechanical bindings. The following pages will give more specific information about these various Barrett Mechanical Bindings.

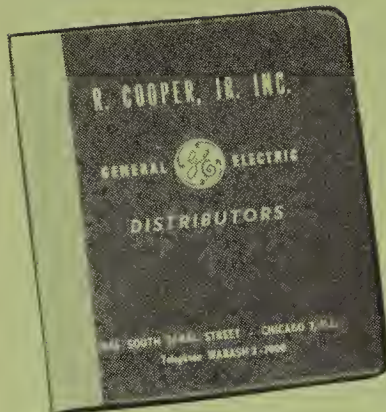
Does your job require an extra strong binding . . . a binding that is permanently locked . . . a binding with beautifully formed round edged binding rings? Then we would recommend one of our six variations of Barrett Cercla Binding . . . the strongest and most adaptable of all mechanical bindings with its great variety of beautiful colors, its great range of capacities etc. etc. etc.

Is your job one that might be better handled by Barrett Mechanical Binding elements made of plastic? If so we offer a wide variety of kinds and styles, beautifully made, in many of those wonderful plastic colors . . . with that fresh modern feeling always associated with plastics.

When you're thinking about mechanical bindings . . . get in touch with the Barrett Bindery Co.'s Consultation Service Department and get the right Barrett Mechanical Binding Element for your job. Samples are available for your inspection.

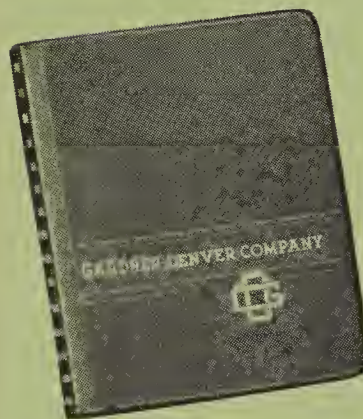






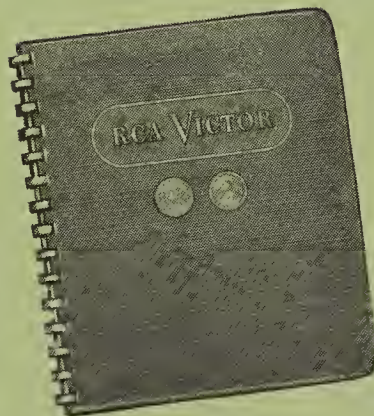
### CONCEALED BARRETT CERCLA

Permits totally closed backbone . . . no rings visible from the outside . . . especially good when cover design includes copy on backbone . . . most closely resembles bound book . . . but has all the advantages of Barrett Cercla Binding . . . sheets lie perfectly flat . . . with perfect alignment . . . easy turning of leaves . . . long life . . . absolute minimum wear of rings against binding holes in sheets . . . these metal rings are true circles . . . round edged . . . permanently locked (although the sheets can be punched loose-leaf when desired) . . . the strongest and most adaptable of all mechanical bindings . . . available in 12 colors and 9 diameters . . . 3/16" to 1".



### SEMI-CONCEALED BARRETT CERCLA

Approximately 20% of each ring is visible down the backbone of the cover . . . their regular spacing and brilliant colors (you have your choice of 12 colors) adds greatly to the attractive appearance of your covers . . . sheets lie perfectly flat . . . in perfect alignment . . . easy turning . . . absolute minimum wear of rings against binding holes in sheets . . . metal rings . . . round edged . . . true circle shape . . . permanently locked (although sheets can be punched loose-leaf when desired) . . . the strongest and most adaptable of all mechanical bindings . . . 9 diameters of ring . . . 3/16" to 1".



### EXPOSED BARRETT CERCLA

The greater part of each ring is visible down the backbone. When desired, Exposed Barrett Cercla Binding can be used with separate covers and open backbone . . . permits 360 degree swing of covers and contents . . . sheets lie perfectly flat . . . in perfect alignment . . . permanently locked . . . although the sheets can be punched loose-leaf when desired . . . rings are of metal . . . round edged . . . true circle shape . . . the strongest and most adaptable of all mechanical bindings . . . 9 different diameters . . . 3/16" to 1" . . . choice of 12 colors.



### PARTIAL BARRETT CERCLA

An economical use of Barrett Cercla Binding . . . two or more sections of rings instead of one full length binding element. Some of our customers specify "Barrett Partial Cercla" using different colored sections of rings. As in all Barrett Cercla Bindings the sheets lie perfectly flat . . . in perfect alignment . . . easy turning . . . absolute minimum wear of rings against binding holes in sheets . . . metal rings . . . round edged . . . true circle shape . . . permanently locked (although sheets can be punched loose-leaf when desired) the strongest and most adaptable of all mechanical bindings . . . available in 9 diameters from 3/16" to 1" . . . choice of 12 colors.



### SEMI-CONCEALED BARRETT PLASTIC

Approximately 20% of each beautifully colored plastic ring is visible down the backbone of the cover . . . their regular spacing adds greatly to the attractive appearance of your covers . . . sheets lie perfectly flat . . . perfect alignment . . . easy turning . . . choice of five brilliant colors . . . and . . . we can make up special colors when quantity permits. Available in 9 diameters . . . from 3/16" to 7/8" . . . made of tough Vinyl plastic . . . extra strong. Sheets can be punched loose leaf when desired.



### EXPOSED BARRETT PLASTIC

The greater part of each brilliant Vinyl plastic ring is visible down the backbone. When desired . . . Exposed Barrett Plastic Binding can be used with separate covers . . . and open backbones. Brilliant colors . . . you have your choice of 5 regular colors . . . or . . . when quantity permits, we can make up special colors for you. The sheets lie perfectly flat . . . in perfect alignment . . . you have your choice of 9 diameters of ring from 3/16" to 7/8". When desired, sheets can be punched loose leaf.



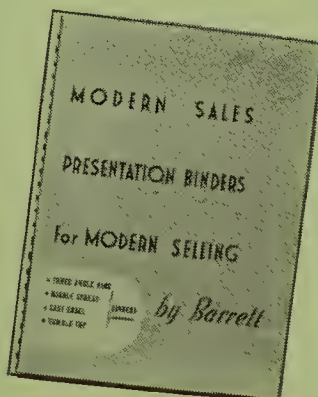
### PARTIAL BARRETT PLASTIC

An economical use of Barrett Plastic Binding . . . two or more sections of rings instead of one full length binding element. This permits using two or more different colors of plastic rings on the same cover . . . the sheets lie perfectly flat . . . in perfect alignment . . . available in 9 different diameters of ring, from 3/16" to 7/8", made of tough Vinyl Plastic . . . extra strong . . . your choice of 5 brilliant colors . . . or . . . we can make up special colors when your quantity permits . . . sheets can be punched loose-leaf when desired.



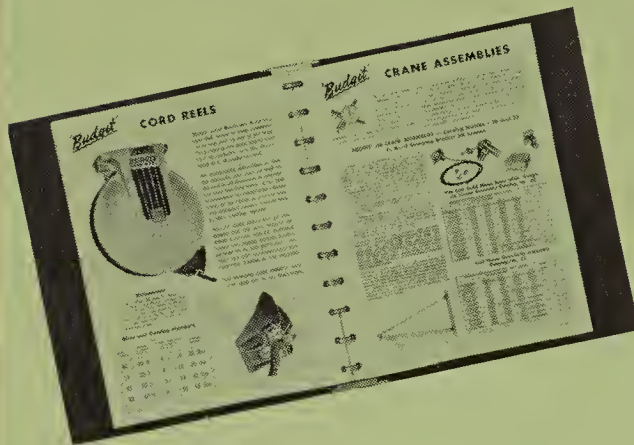
### BARRETT SLIDE-ON PLASTIC

Here's an ingenious type of Barrett Plastic Binding, patterned after the spring back construction in loose leaf binders. No punching of sheets necessary. Popularly used in binding Presentations or Proposals, capacity up to 20 sheets of paper, regularly available in 2 colors . . . red or white . . . but can be made in special colors when your quantity permits. This is considered the most novel development in plastic bindings on the market today.





## Barrett TALLY HO (Loose Leaf)



One of the most inexpensive types of loose leaf cover . . . the Barrett Tally Ho loose leaf mechanism consists of a series of uniformly spaced double wire arches, "U" shaped. Readily latched or unlocked, by simply grasping the sheets and using the resultant leverage to slide the arches into or out of locking position. They can be inserted in almost any type of cover, available in 4 capacities . . . 3/8", 1/2", 5/8", and 7/8". Sheets are punched with round holes one inch center to center.

## Barrett MULTO-RING (Loose Leaf)



Here's a particularly good loose leaf mechanism that can be inserted into almost any type of cover that we manufacture. The heavy "U" shaped metal rings are rounded edged to prevent excessive wear against the sheets. Barrett Multo ring mechanisms are trigger opening . . . just squeeze the trigger. To close them you squeeze the trigger at the opposite end of the mechanism . . . and they stay tight-latched. Available in 3 capacities . . . 1/2", 3/4", and 1" . . . all spaced 1/2" center to center.

## Barrett RING BOOKS (Loose Leaf)



The good old Barrett ring book construction has been still further improved. Here's a binder that nearly everyone knows, because they have been using them for so many years. They are available with almost any number of rings . . . from two . . . up to thirty . . . capacities from 1/4" to 2". There are many styles of Barrett ring book mechanisms, ranging from the inexpensive Barrett Student ring metal to our fine sturdy Trigger opening types. Your sheets will turn even more readily with the addition of Barrett Booster Fly Leaves. We can insert Barrett ring book mechanisms into almost any kind of Barrett loose leaf covers.



# Barrett

## FINISHING PROCESSES

Mechanically bound books . . . catalogs . . . or sales presentations can frequently be made much more effective and will attract a great deal more attention by the addition of one or more of Barrett's Finishing Processes.

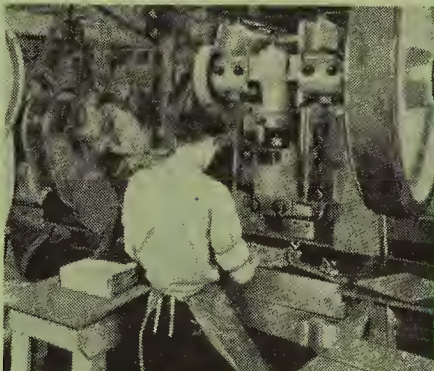
Properly planned, the cost of these special effects and finishes is moderate. Special equipment enables us to handle any quantity, from a single book to a million or more . . . promptly, rapidly, efficiently, and at a surprisingly low cost.

Hundreds of special machines, many of our own design, and construction enable us to perform this unusual service. On large size jobs we are equipped to automatically convey all component parts, printed sheets, cases or covers, binding elements, and all other parts through their various progressive steps to their ultimate assembly and completion. The cost of handling a job is frequently an important factor in overall production . . . and consequently in the price of the finished job. Barrett Production has been planned for maximum efficiency of handling.

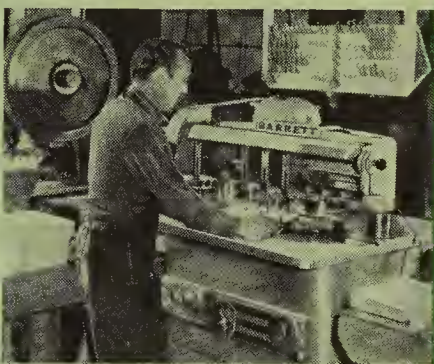
*When service is important . . . and quality counts . . . and price is a factor too . . . send your job to Barrett.*



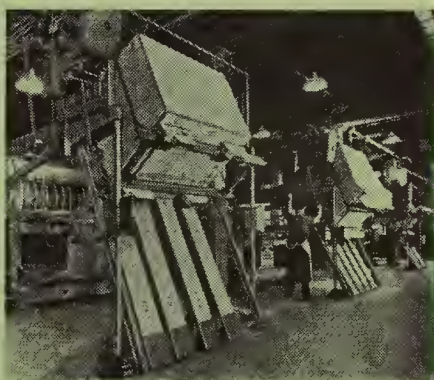
CUTTING



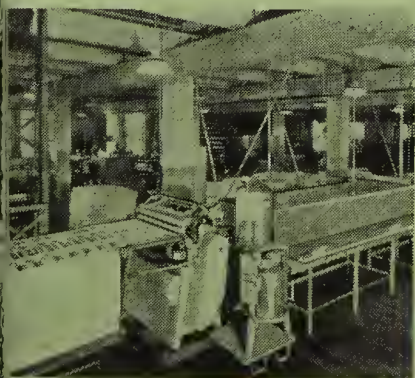
INDEX DIE CUTTING



PUNCHING & DRILLING



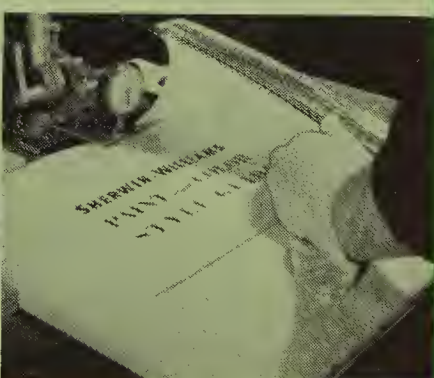
DIE CUTTING



MOUNTING



FOIL STAMPING



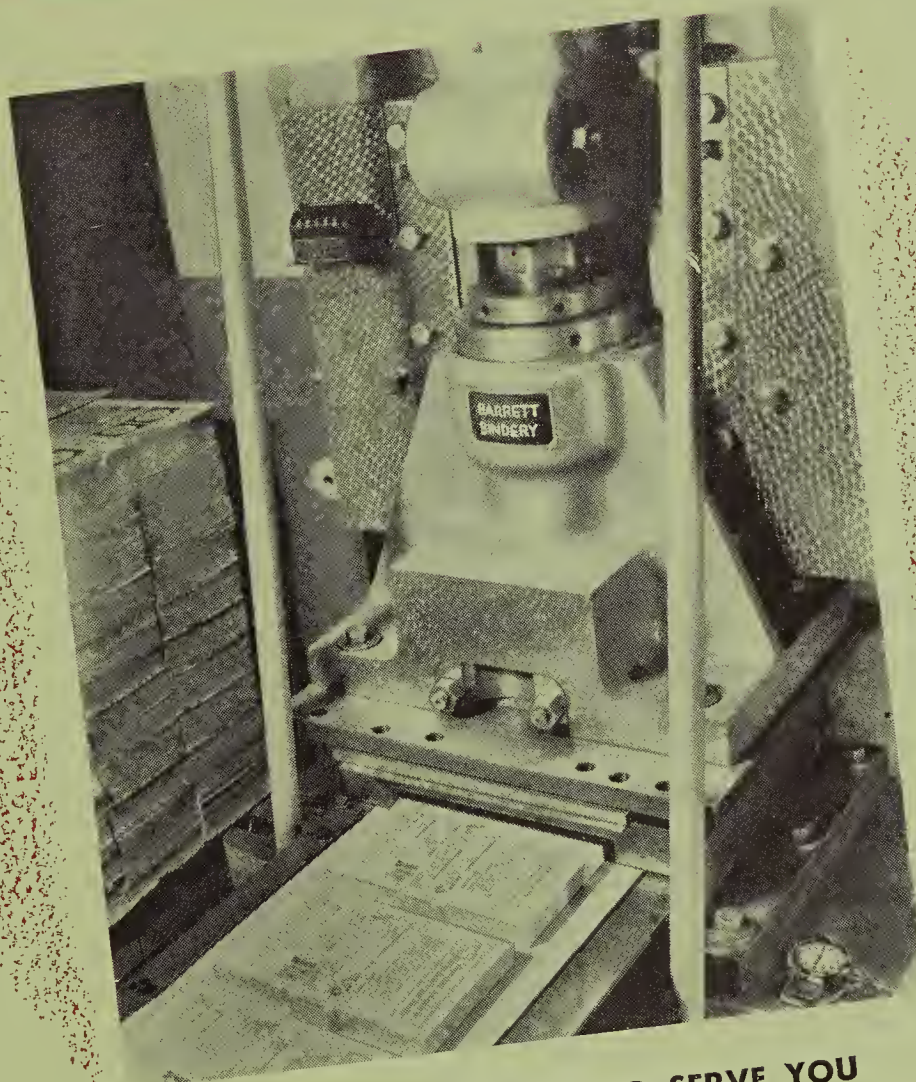
INSPECTION







# *Barrett* **INDEX DIE CUTTING**



**TWENTY-TWO PRESSES TO SERVE YOU  
HUNDREDS OF DIES IN STOCK**

This booklet has been prepared to better acquaint you with Barrett's process of Index Die Cutting. It is sent to you as a reminder that you can sell more printing . . . and offer even better service to your customers by the addition of this attractive, yet inexpensive Finishing Process.



# *Barrett* INDEX DIE CUTTING

**Twenty-Two Presses to Serve You**

The die cutting of index cards and forms which was formerly considered a comparatively slow and costly process has been developed and improved to such an extent that today it is one of the most efficient of the lower priced finishing operations.

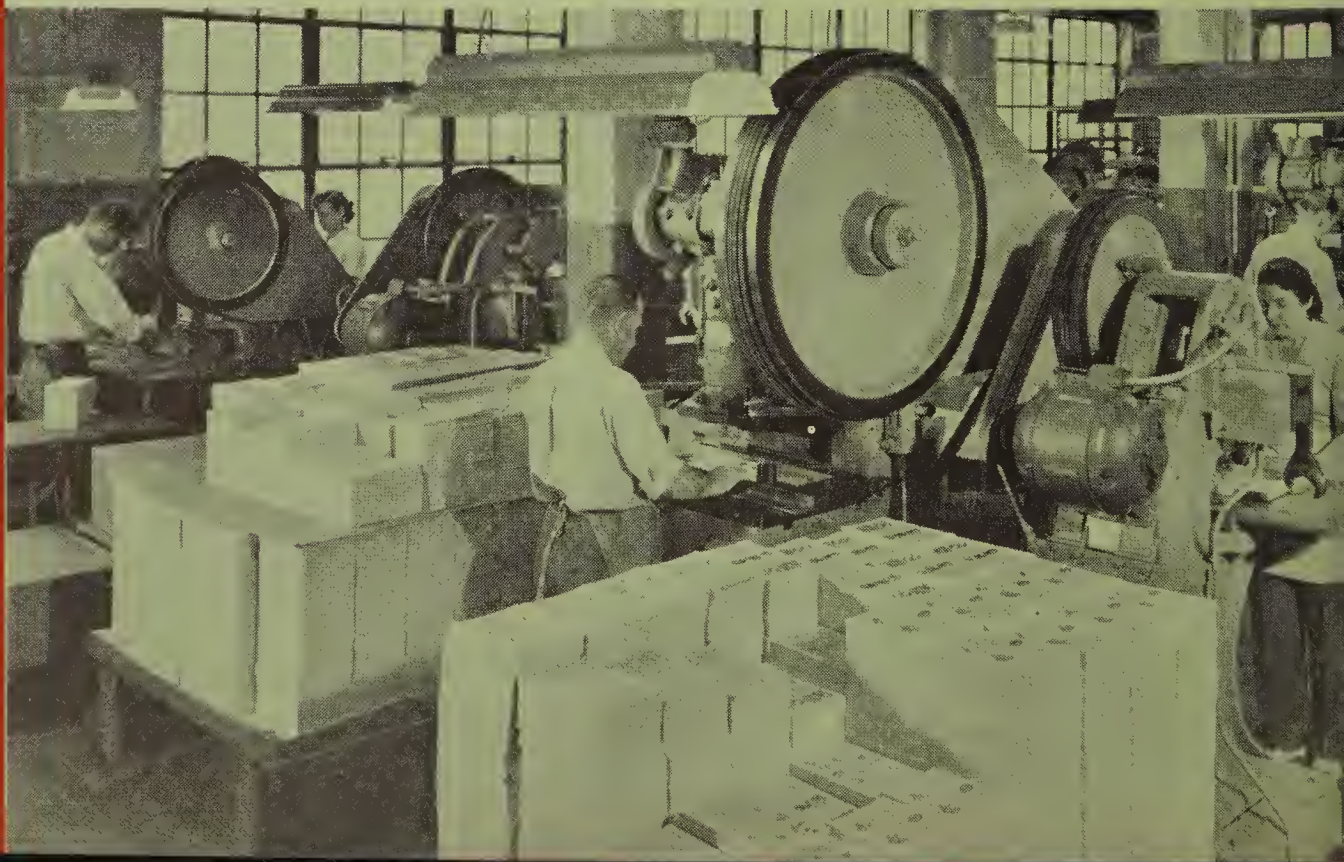
The illustration at the bottom of this page shows only a few of the twenty-two machines used for index cutting sheets, cards and special records here at The Barrett Bindery Company. With such diversified equipment it can be readily understood how your order for a few hundred special cards can be indexed at a very moderate cost the same day as received. Your larger orders can, when necessary, be run on several machines. We can, if required, produce over one million indexed cards daily.

Index cards are generally die cut one up. The high speed at which this operation is performed results in its comparatively low cost. The term "Single Cut Indexing" is applied to two types of Index cards. All of the dies shown on Chart No. 1 and on the lower part of Chart No. 2 are typical of the round topped single cut tabs. On such jobs, a trim of  $\frac{1}{8}$ " or more should be left above the tab.

The second style of Single Cut Indexing is produced by using either the left or right side only of such dies as those on Chart No. 4. When cards are to be indexed in this manner they should be pre-trimmed down to finished size on all four edges.

The term "Double Cut Indexing" refers to cards having a single flat topped tab that has been cut away on both sides. Dies on Chart No. 4, used to cut away both sides of the tab as indicated, are typical of double cut indexing. These dies also require cards that have been trimmed to exact finished size on all four edges.

★ When accuracy counts — and speed is essential — send your job to Barrett.

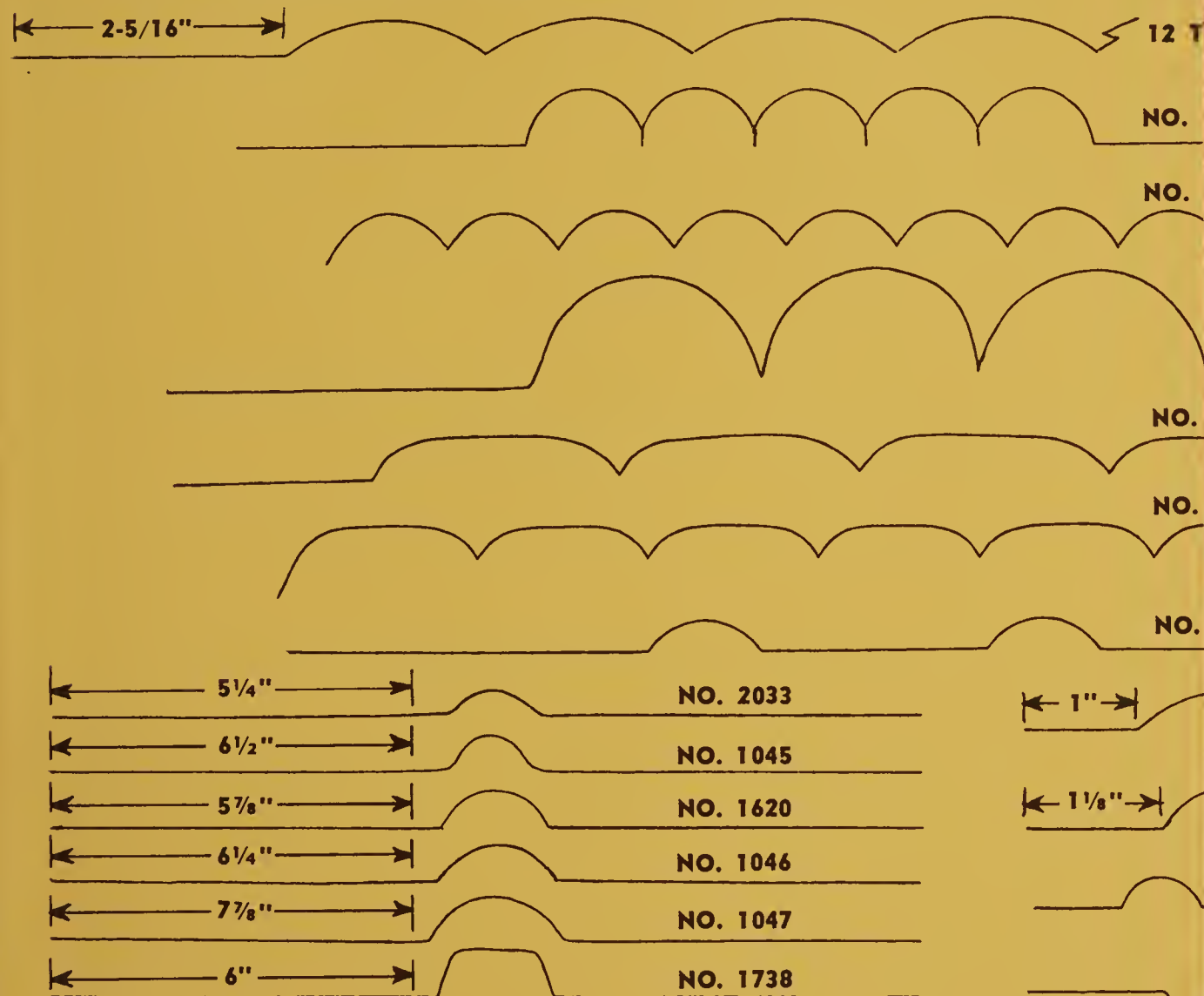




# Barrett INDEX DIE CUTTING CHART No. 1

All of the Index Cutting Dies shown on this chart (with the exception of No. 1319) are of the "Single Cut" type. Stock should be cut single with an extra  $\frac{1}{8}$ " trim left above the tops of the tabs. Note over all length of extension ends of dies indicated by dimensions. All illustrations are actual size.

THESE CHARTS SHOW ONLY A FEW  
OF OUR MORE POPULAR DIES





# *Barrett* INDEX DIE CUTTING

*Twenty-Two Presses to Serve You*

The die cutting of index cards and forms which was formerly considered a comparatively slow and costly process has been developed and improved to such an extent that today it is one of the most efficient of the lower priced finishing operations.

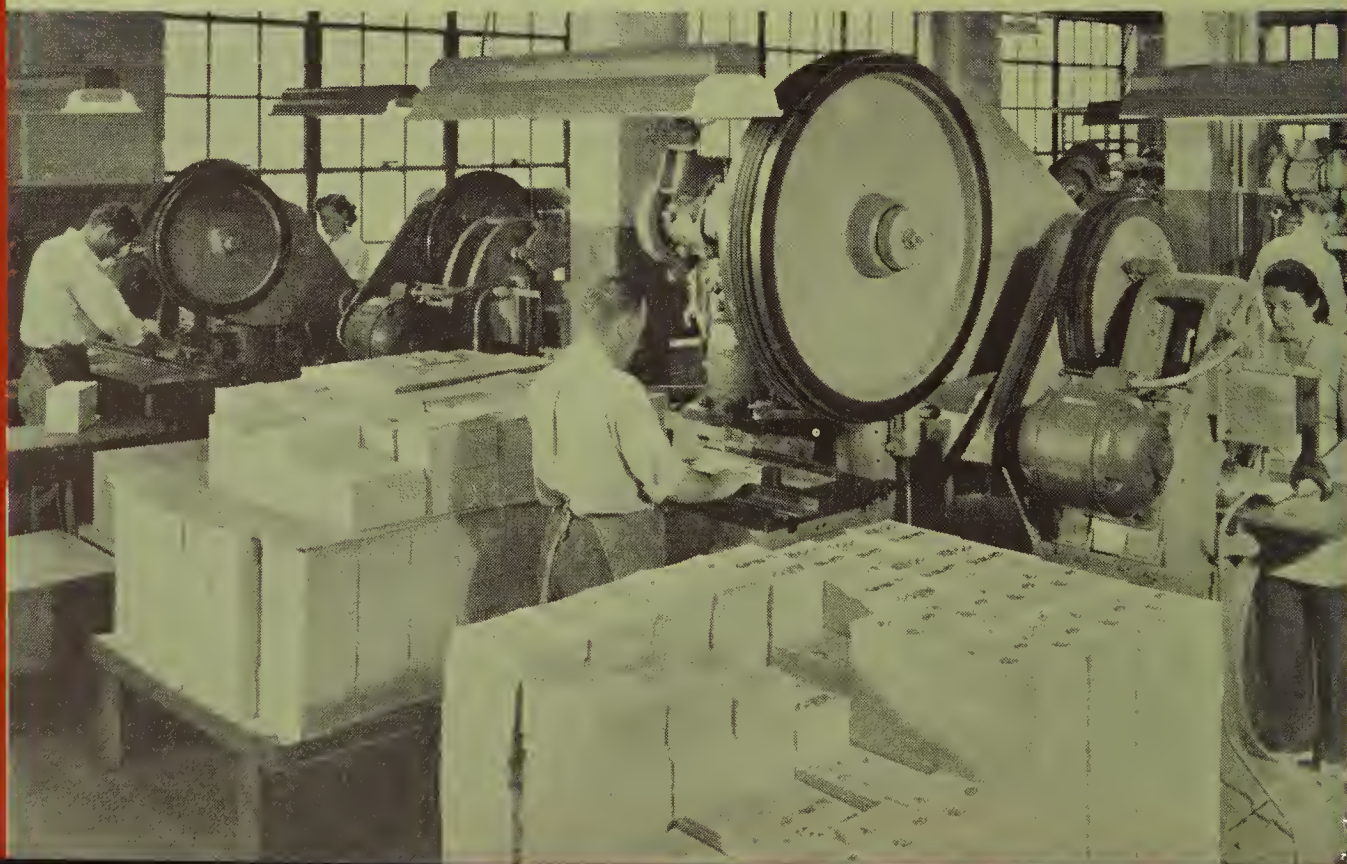
The illustration at the bottom of this page shows only a few of the twenty-two machines used for index cutting sheets, cards and special records here at The Barrett Bindery Company. With such diversified equipment it can be readily understood how your order for a few hundred special cards can be indexed at a very moderate cost the same day as received. Your larger orders can, when necessary, be run on several machines. We can, if required, produce over one million indexed cards daily.

Index cards are generally die cut one up. The high speed at which this operation is performed results in its comparatively low cost. The term "Single Cut Indexing" is applied to two types of Index cards. All of the dies shown on Chart No. 1 and on the lower part of Chart No. 2 are typical of the round topped single cut tabs. On such jobs, a trim of  $\frac{1}{8}$ " or more should be left above the tab.

The second style of Single Cut Indexing is produced by using either the left or right side only of such dies as those on Chart No. 4. When cards are to be indexed in this manner they should be pre-trimmed down to finished size on all four edges.

The term "Double Cut Indexing" refers to cards having a single flat topped tab that has been cut away on both sides. Dies on Chart No. 4, used to cut away both sides of the tab as indicated, are typical of double cut indexing. These dies also require cards that have been trimmed to exact finished size on all four edges.

★ When accuracy counts — and speed is essential — send your job to Barrett.



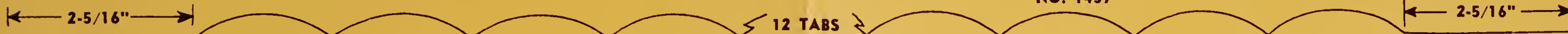


# Barrett INDEX DIE CUTTING CHART No. 1

All of the Index Cutting Dies shown on this chart (with the exception of No. 1319) are of the "Single Cut" type. Stock should be cut single with an extra  $\frac{1}{8}$ " trim left above the tops of the tabs. Note over all length of extension ends of dies indicated by dimensions. All illustrations are actual size.

THESE CHARTS SHOW ONLY A FEW  
OF OUR MORE POPULAR DIES

2-5/16"



12 TABS

2-5/16"

NO. 1370

NO. 2528

NO. 1063

NO. 1055

NO. 1154

NO. 1933

NO. 2217

5 1/4"

NO. 2033

6 1/2"

NO. 1045

5 7/8"

NO. 1620

6 1/4"

NO. 1046

7 7/8"

NO. 1047

6"

NO. 1738

1"

1"

NO. 1049

1 1/8"

1 1/8"

NO. 2529

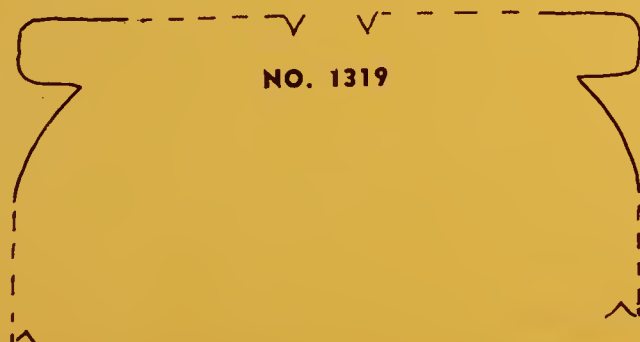
NO. 2061

3 1/2"

NO. 1079

NO. 1198

NO. 1319





NO. 1495

NO. 1957

NO. 1596

2 3/4"

No. 1153

NO. 1459

2-5/16"

ABS

1370

2528

NO. 1063

1055

1154

1933

NO. 2217

1"

NO. 1049

1 1/8"

NO. 2529

NO. 2061

NO. 1079

3 1/2"

NO. 1198

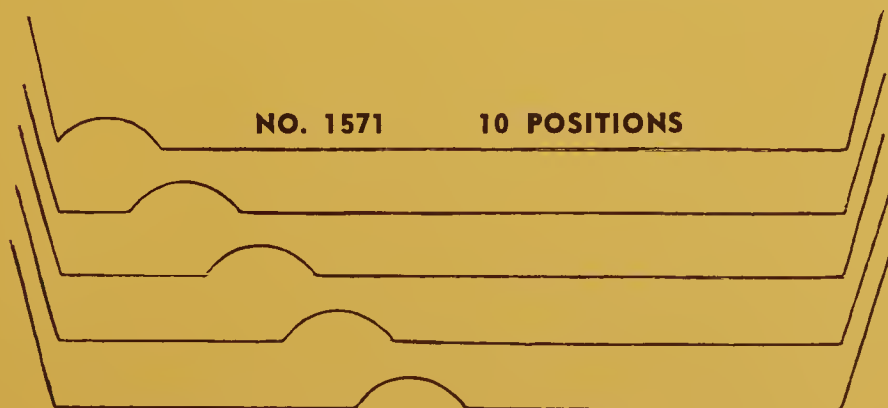
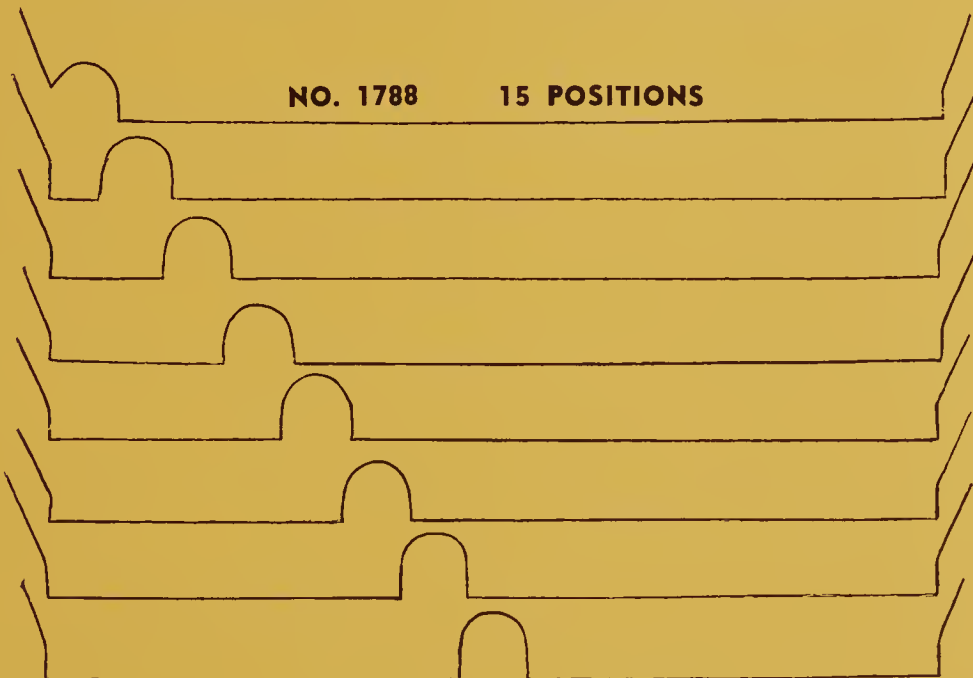
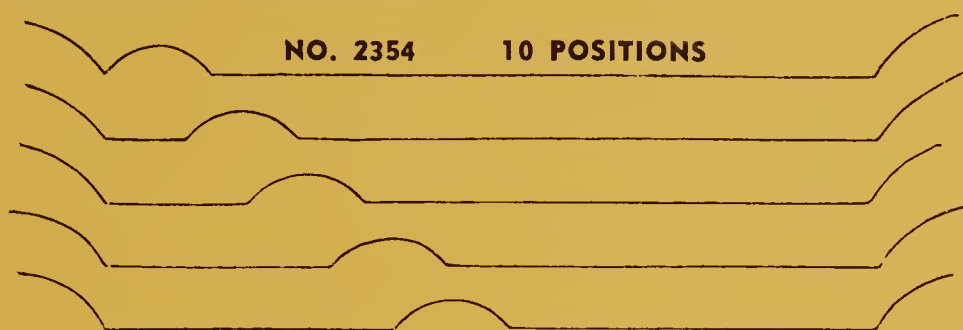
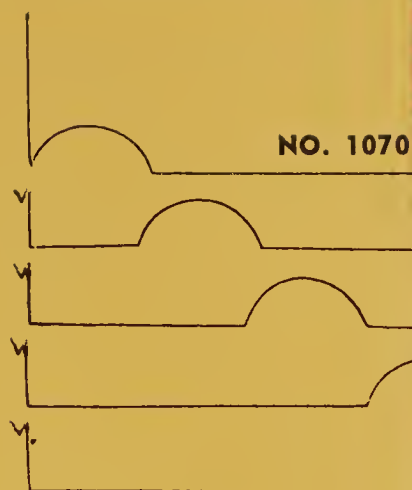


*Barrett*

**INDEX DIE CUTTING CHART No. 3**

The "Shoulder Index Card" dies shown in this chart are used on Bank Records, Cash Register Cards, Insurance Forms and various other Record Systems. Stock should be cut single and trimmed to finished size on all four edges before die cutting. Specify whether cards are to be die cut on one or both ends. All illustrations are actual size.

THESE CHARTS SHOW ONLY A FEW OF  
OUR MORE POPULAR DIES

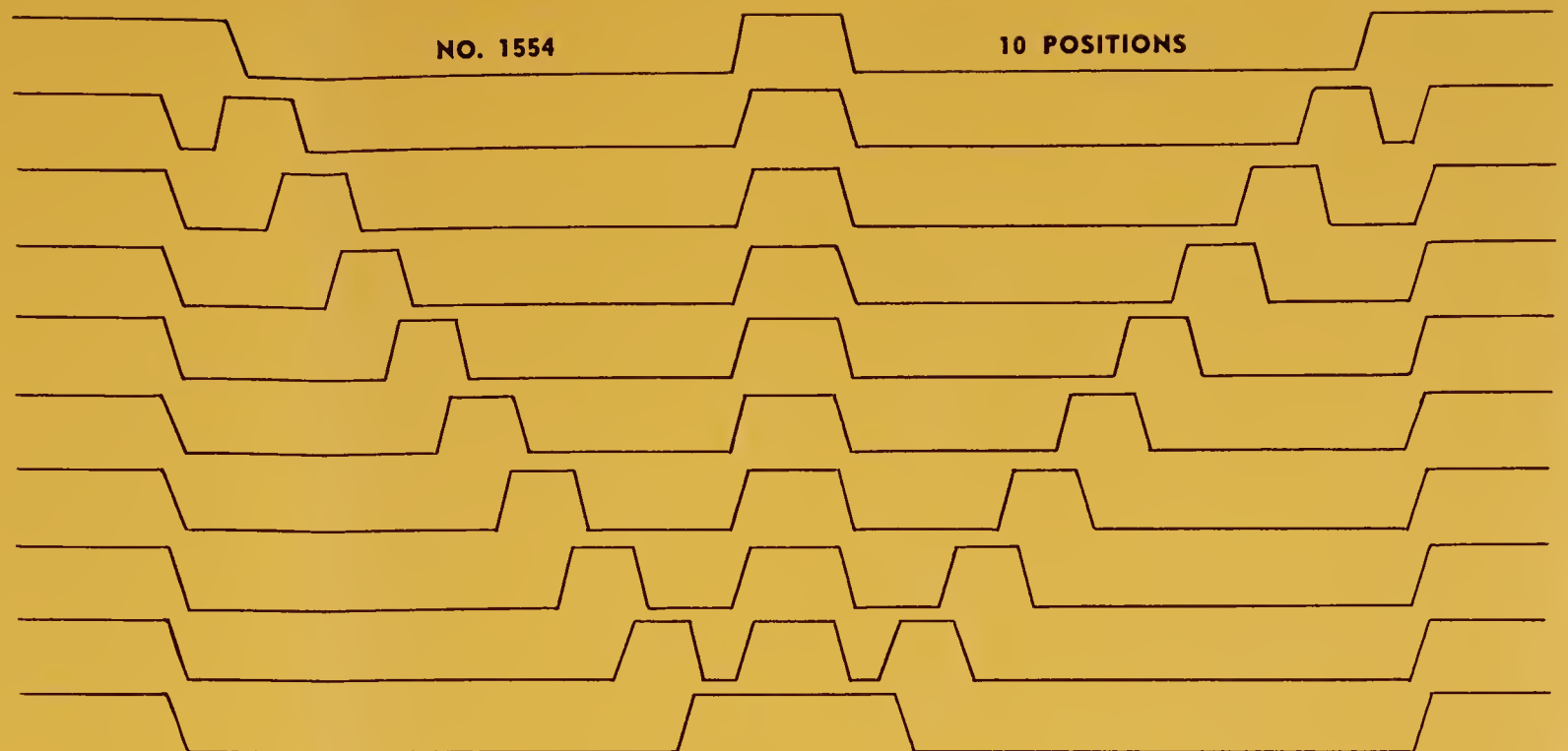
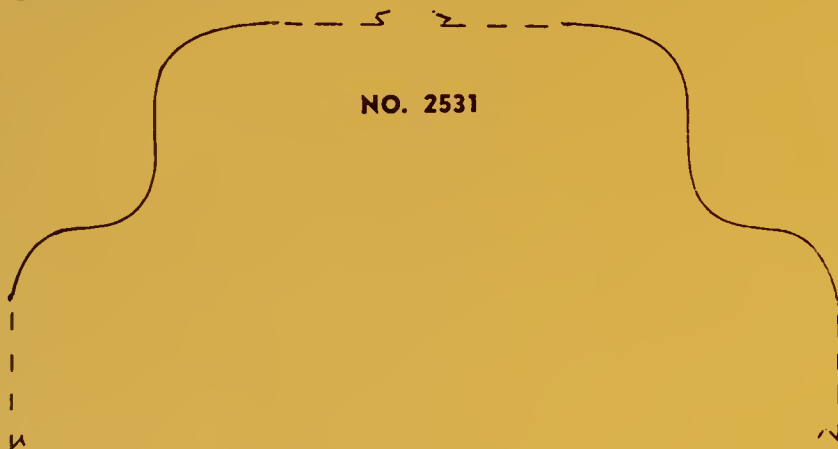




# Barrett

## INDEX DIE CUTTING CHART No. 2

Instructions for Index Die Cutting using "Shoulder Index Card" Dies No. 1554 will be found on adjacent Chart No. 3. Instructions for Index Die Cutting using the other dies on this chart will be found on preceding Chart No. 1.



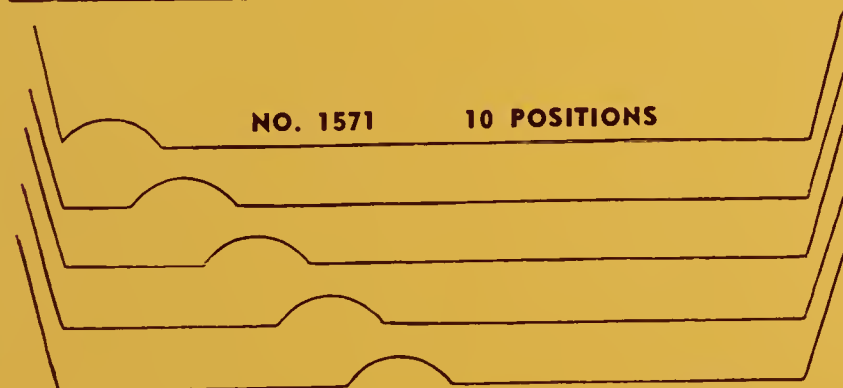
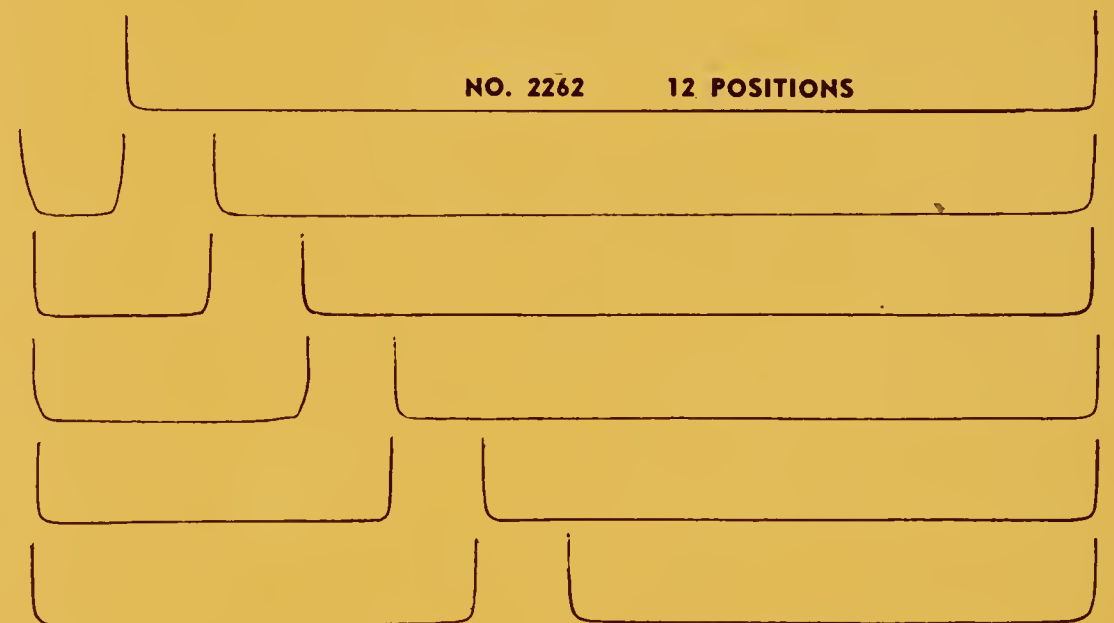
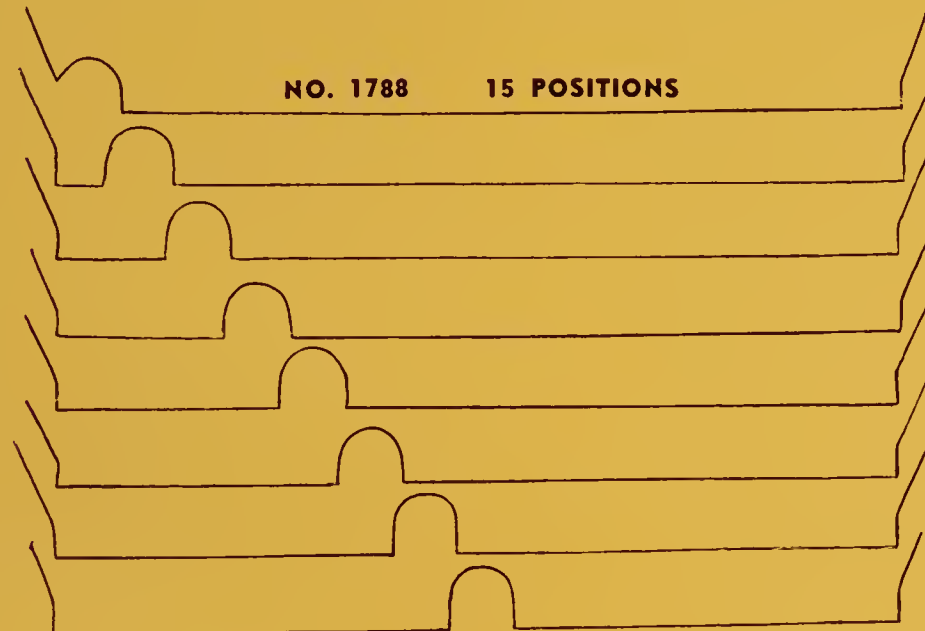
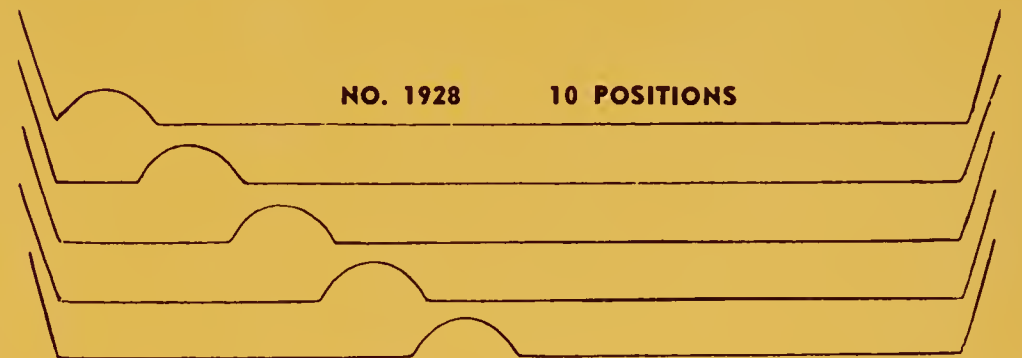
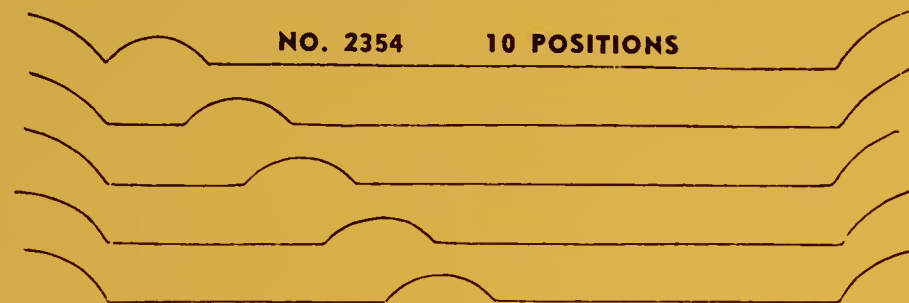
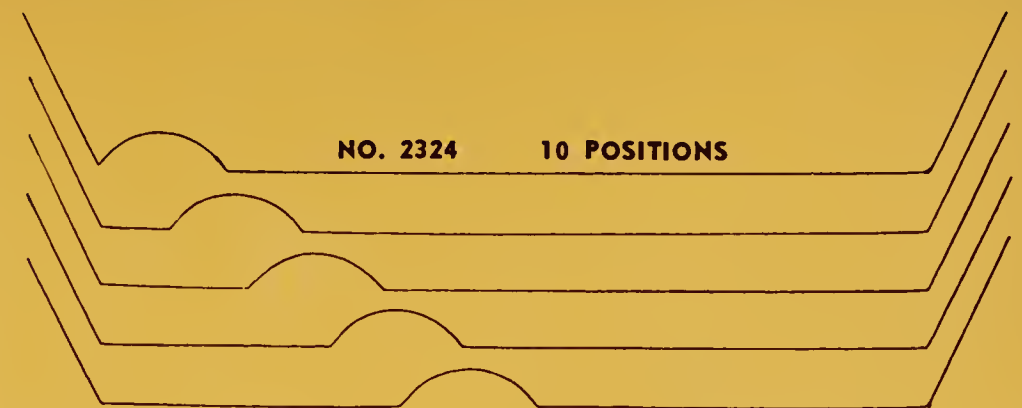
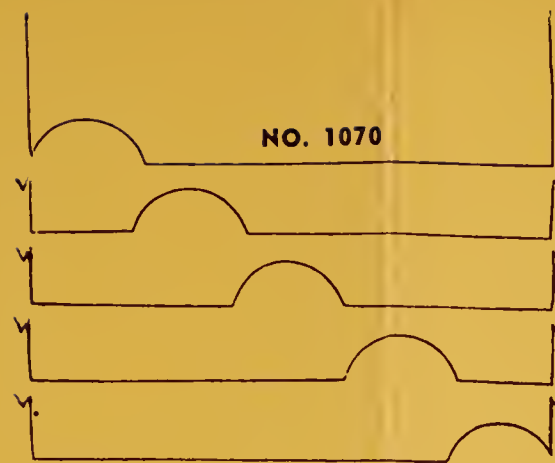


# Barrett

## INDEX DIE CUTTING CHART No. 3

The "Shoulder Index Card" dies shown in this chart are used on Bank Records, Cash Register Cards, Insurance Forms and various other Record Systems. Stock should be cut single and trimmed to finished size on all four edges before die cutting. Specify whether cards are to be die cut on one or both ends. All illustrations are actual size.

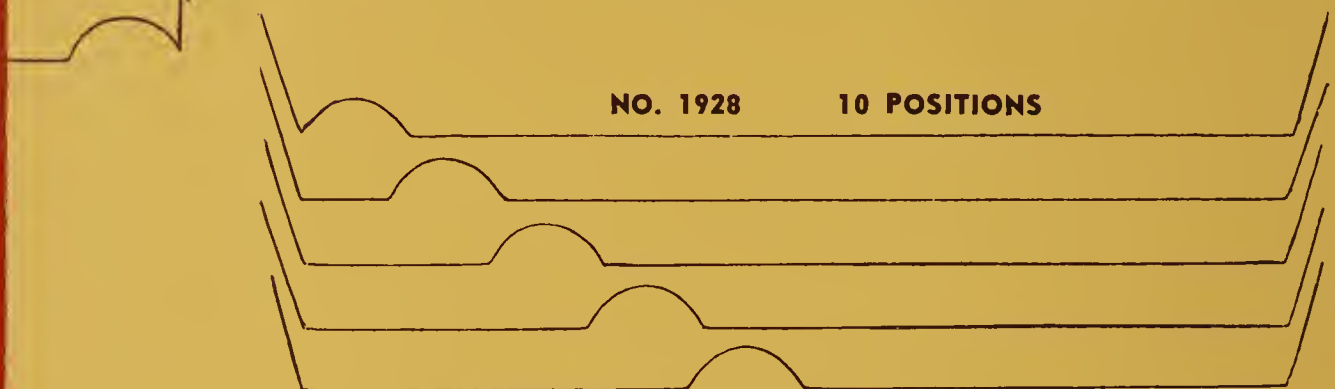
THESE CHARTS SHOW ONLY A FEW OF OUR MORE POPULAR DIES



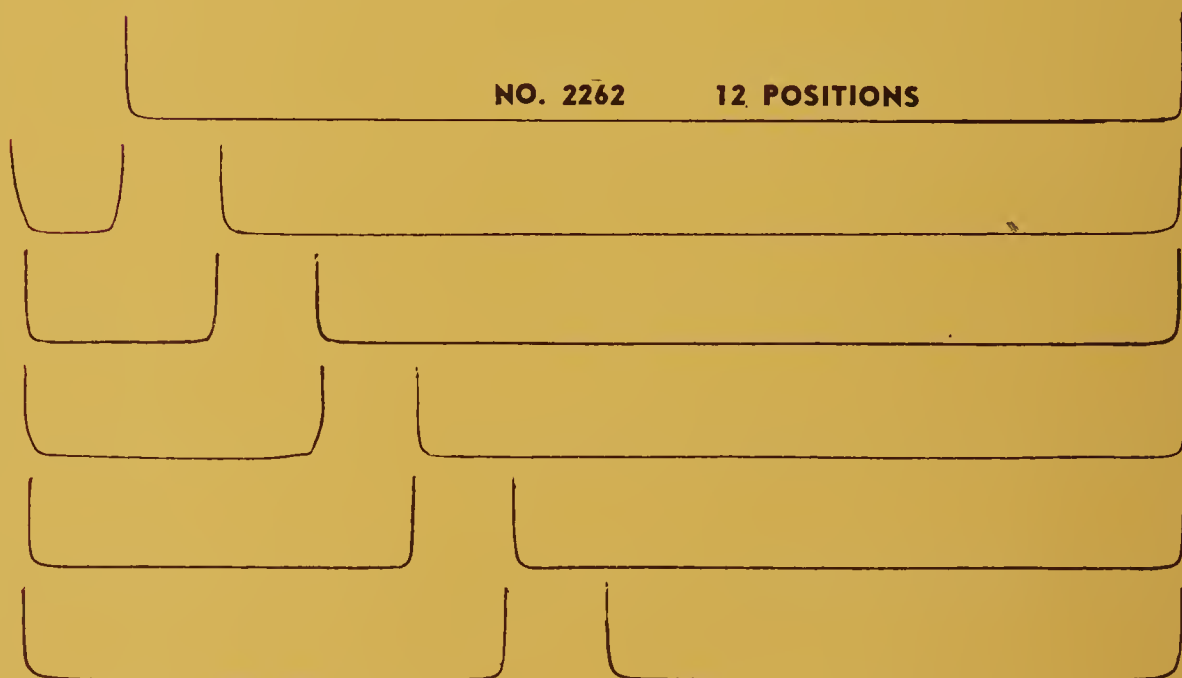




NO. 2324 10 POSITIONS



NO. 1928 10 POSITIONS



NO. 2262 12 POSITIONS



NO. 2522 10 TABS ON EACH CARD



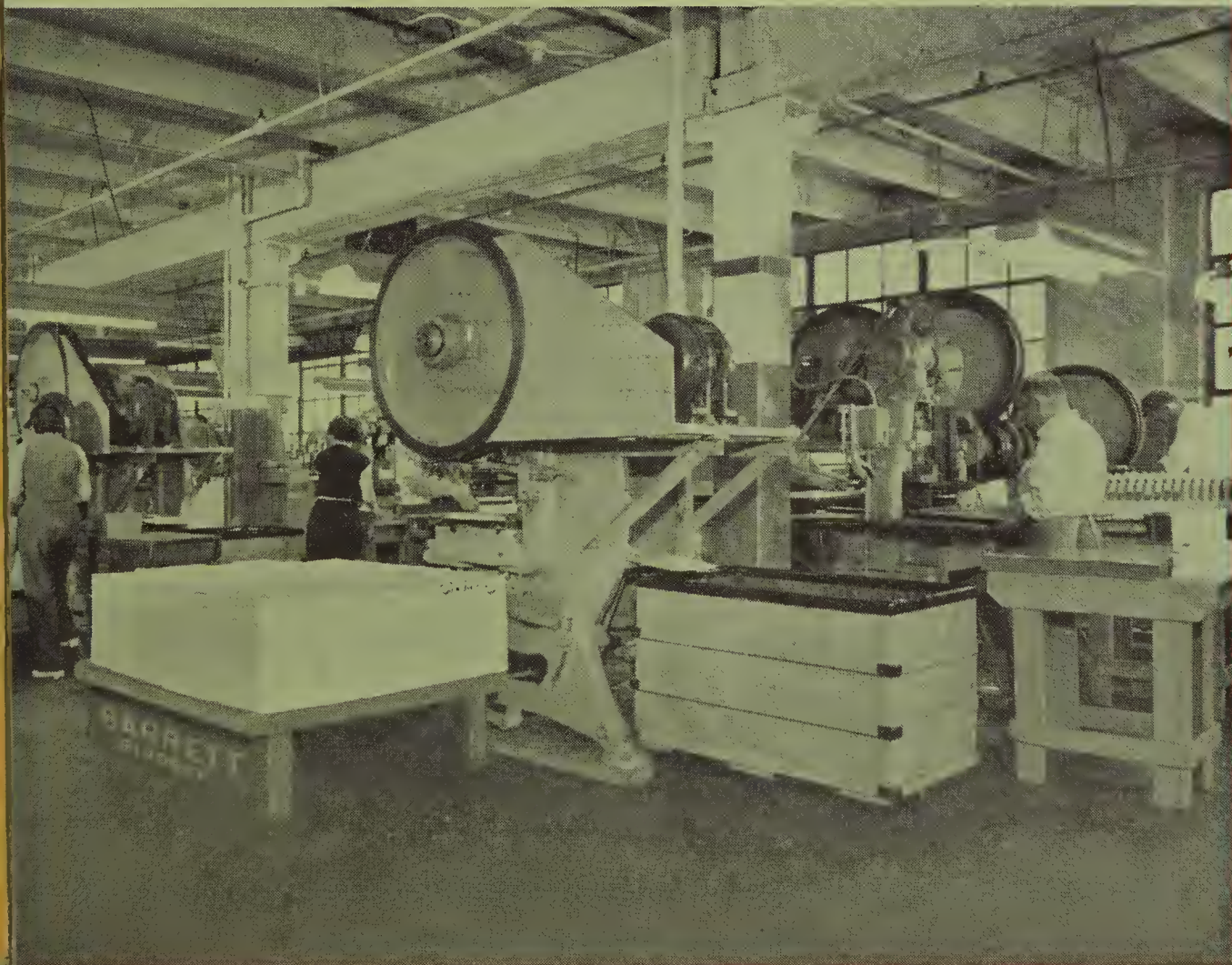
# *Barrett* INDEX DIE CUTTING

*Twenty-Two Presses to Serve You*

These four charts in the preceding folded sections show some of the more standard index cutting dies that we have on hand. When you come across a special, not included in these charts, just let us know. We can usually arrange to die cut special cards by running more than one impression, using combinations of our standard dies. Of course, special dies can always be made for unusual jobs. On small quantity orders of entirely special cards, we can make inexpensive temporary dies at a surprisingly low cost.

Index Die Cutting requires extreme accuracy and a thorough knowledge of the uses to which the cards are put. The foreman of this department has spent over twenty years with us on just this sort of precision work. The operators who handle your jobs on our machines have received careful training and are constantly checked and supervised.

★ When accuracy counts—and speed is essential—send your job to Barrett.

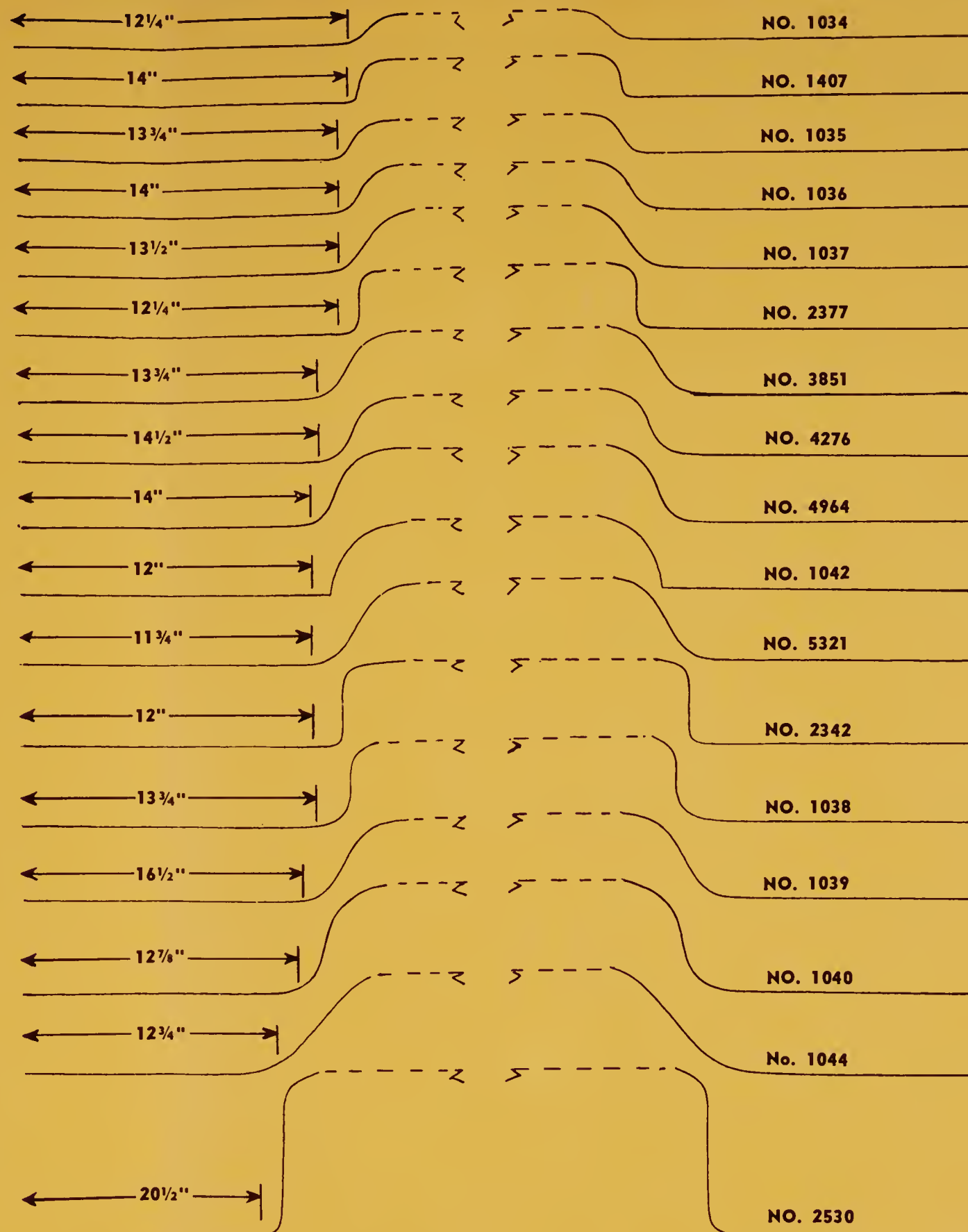
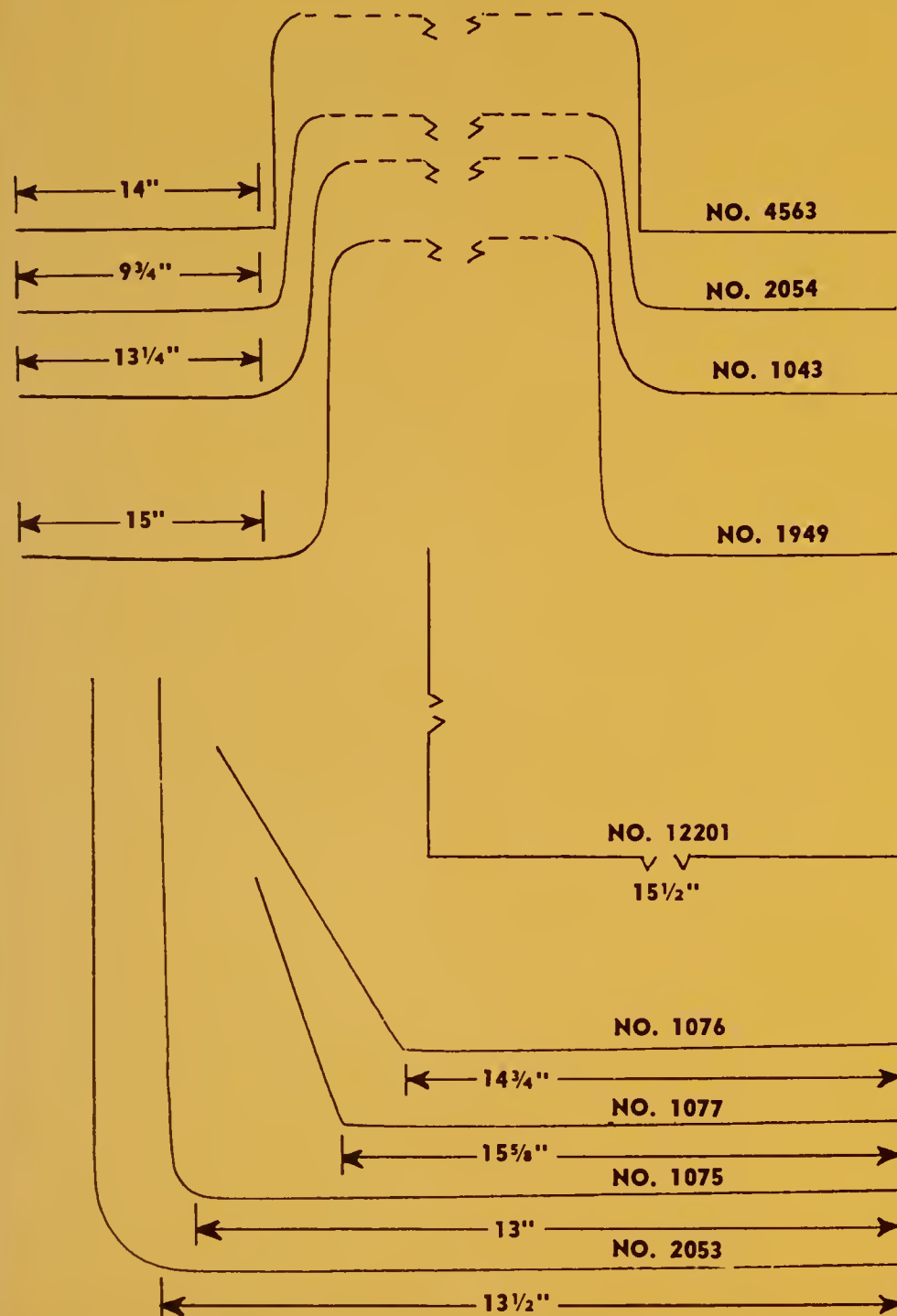




# Barrett INDEX DIE CUTTING CHART No. 4

All of the dies on this chart are adjustable to any width of tab, as indicated by "break" in dash lines. Stock should be cut single and trimmed to finished size on all four edges before die cutting. Note over all length of extension ends of dies indicated by dimensions in extreme left column. All illustrations are actual size.

THESE CHARTS SHOW ONLY A FEW OF OUR MORE POPULAR DIES





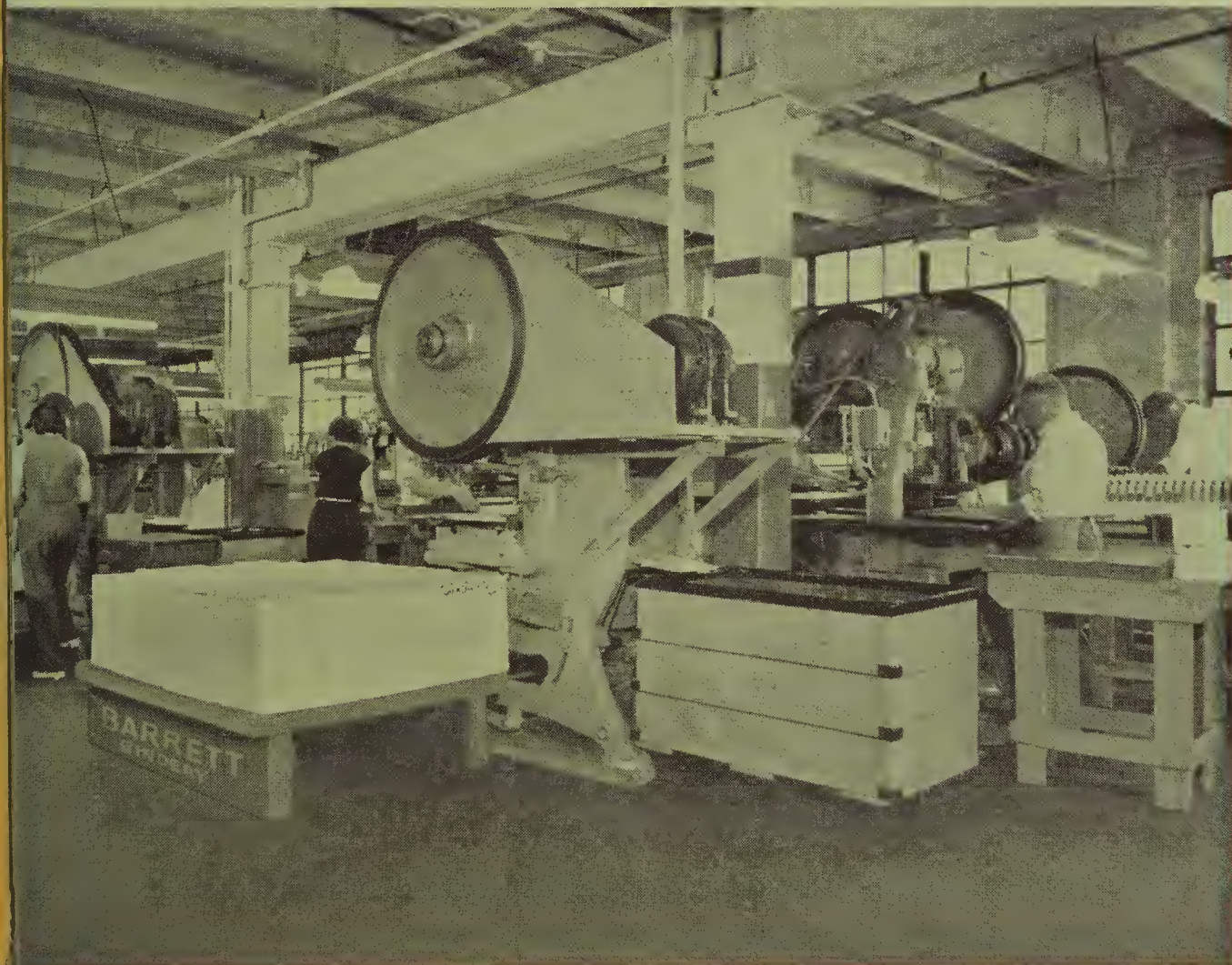
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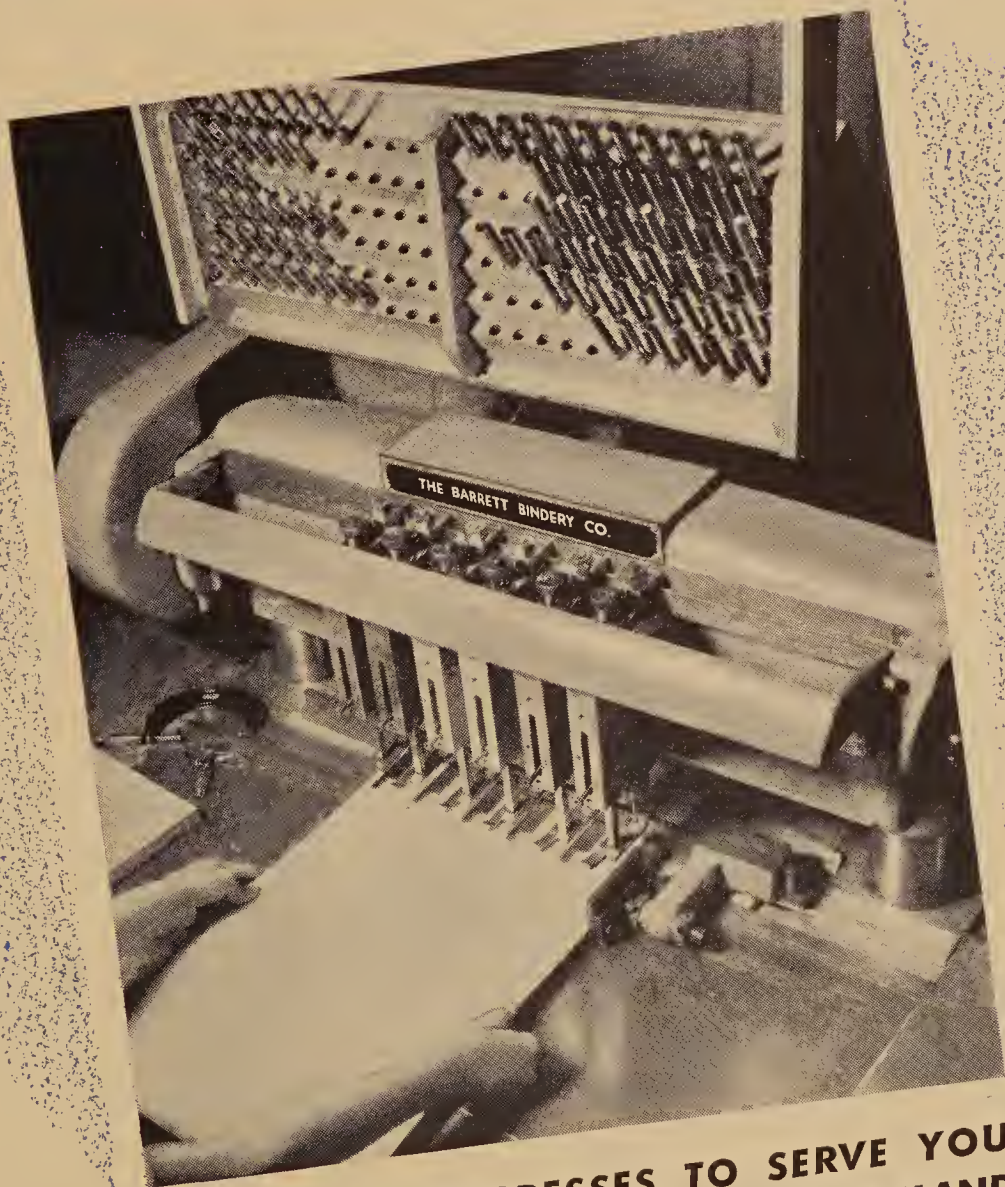








# *Barrett* **PUNCHING — DRILLING AND PERFORATING**



**THIRTY-EIGHT PRESSES TO SERVE YOU  
HUNDREDS OF PUNCHING DIES ON HAND**



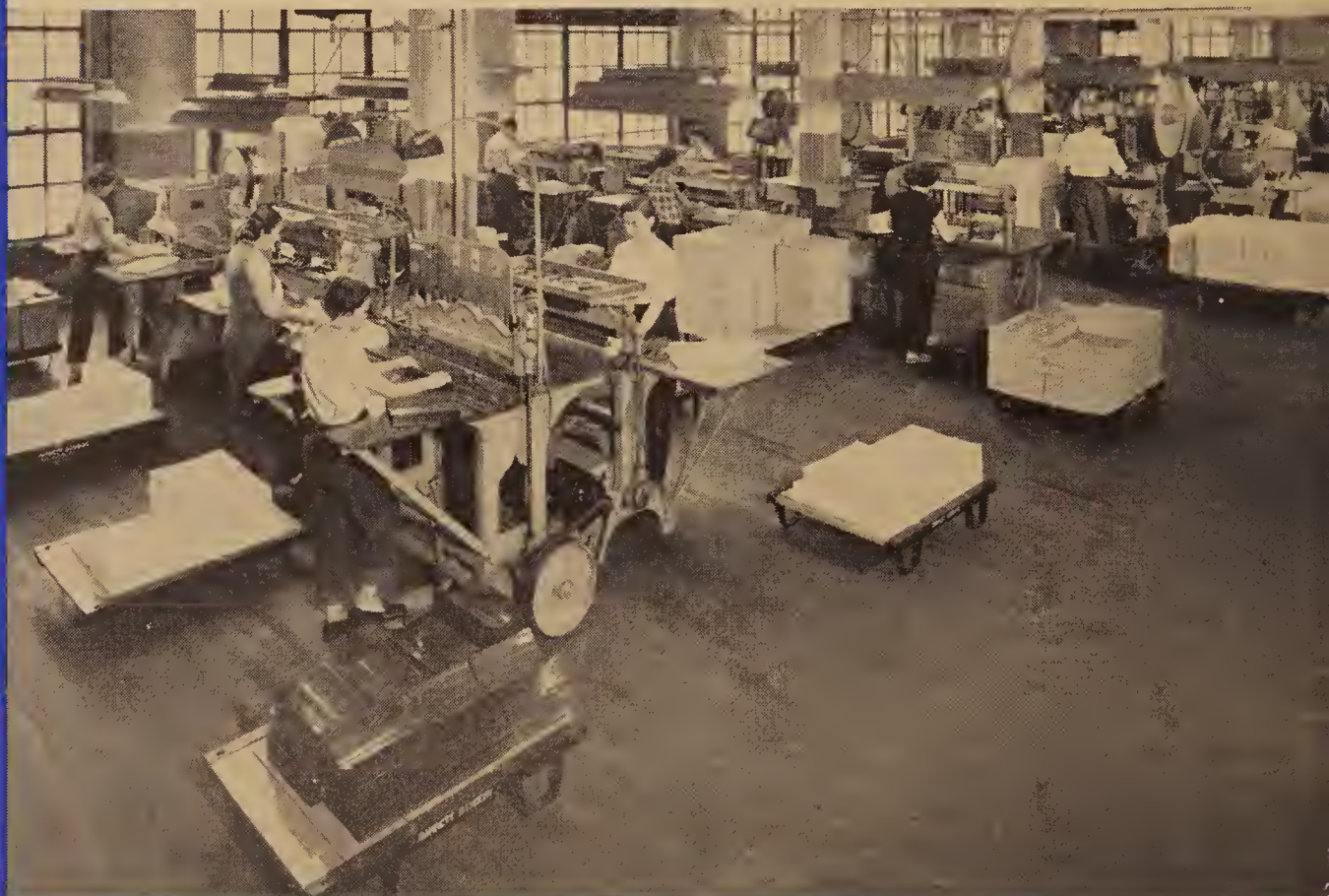
## *Barrett* PUNCHING — DRILLING AND PERFORATING

The illustration at the bottom of this page shows one half of the five production lines in our Punching, Drilling and Perforating Department. Here you will find almost every type of finishing equipment for these comparatively common and inexpensive operations.

Extreme accuracy is essential in this type of work. Our machines have been equipped with special micrometric gauges of our own design that enable us to not only maintain perfect register, but also, when necessary, to compensate for variations that sometimes occur in jobs before we receive them. Time and motion studies have resulted in extremely efficient production and stock handling. The operators on these machines have been carefully trained and are continually supervised by their foreman who has been with us for over twenty years.

The charts in the adjoining folded sections show some of the more standard holes, slots and openings that we are punching daily. When you come across a special, not included in our standard chart, just let us know. We have yet to see the job that we can't rig up to handle—and usually at a surprisingly low cost.

★ When accuracy counts—and speed is essential—send your job to Barrett.





P-12

P

P-40

K-11

P-85  
MAC DONALD

P-36  
MILLER

P-96

P-95

P-42

15a

P-9

This

show

P-112

in ju  
32nd

P-109  
DIEBOLD

HOLD

K-7

ne  
tho

P-15

P-13

P-106

P-8

K-91

K-44

K-63

K-61

TON

Bar

P-87

P-83

K-79

P-80

K-53

P-33

P-104

MOORE

P-105

K-52

K-51

COAT TAGS

K-37

P-110

P-3

P-4

P-6

PROUL  
P-31

ACME  
CARD  
PUNCH  
P-92

K-16

P-88

K-17

K-32



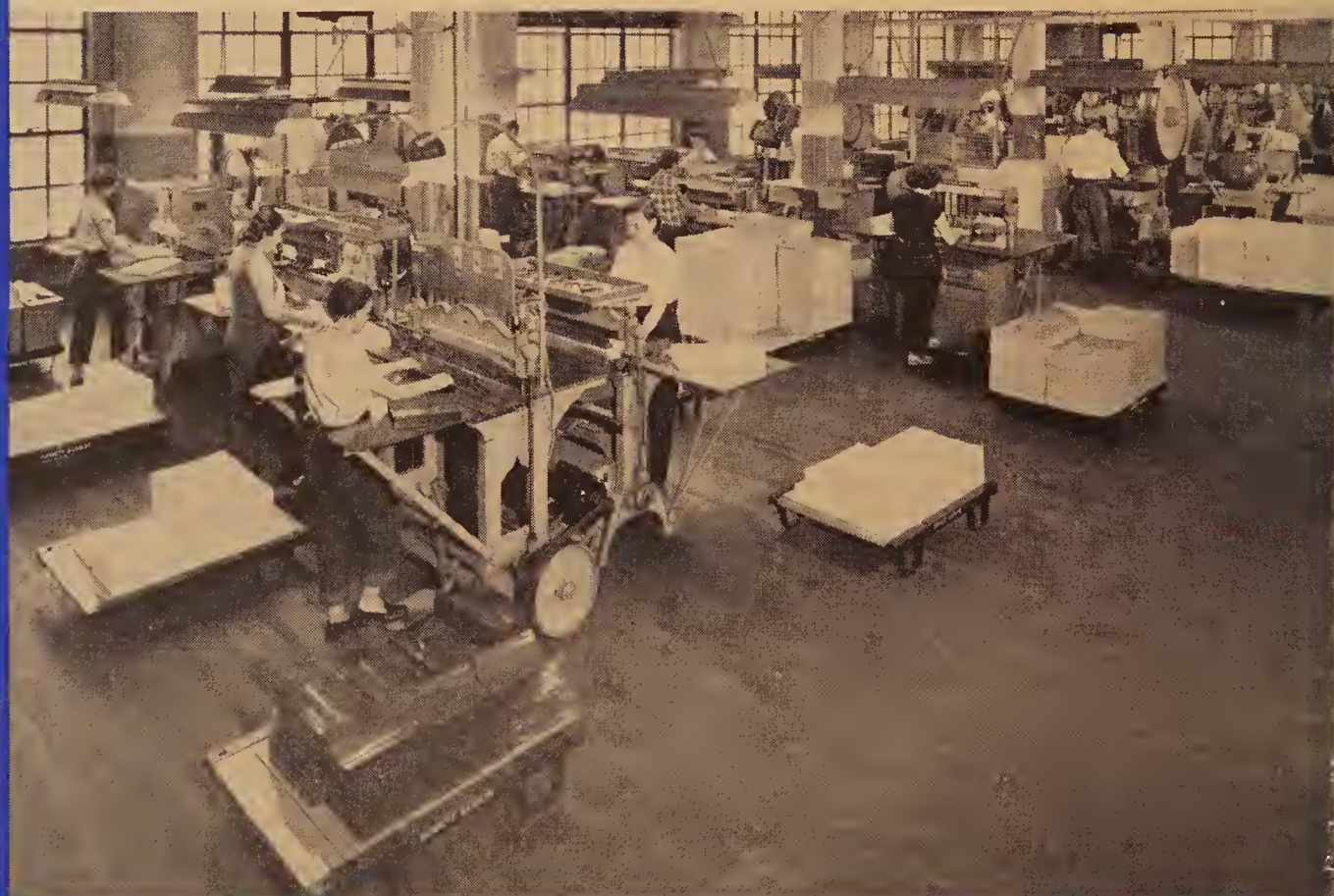
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K-61

P-43

P-40

P-89

K-99

P-19

P-42

P-95

P-96

P-36  
MILLERP-85  
MAC DONALD

K-11

P-12

# Barrett

## SLOT HOLE, ROUND HOLE and SPECIAL SHAPED HOLE PUNCHING

This chart shows punched impressions of a number of the more popular slot holes, oval holes and special shaped holes. We are also equipped to punch or drill ROUND HOLES in just about any size that you might require. For example our sizes are graduated by 32nds of an inch between the diameters of 1/16" and 1/2". From 1/2" to 1" our dies graduate by 16ths of an inch. Sizes 1" to 1 1/2" graduate by 8ths etc. We have special dies for COIN HOLDERS 1c, 5c, 10c, 25c, 50c, and silver dollar sizes.

If you can't find the style of punching you want in this chart just send us a sample. The chances are that we have the necessary dies. However, if yours should be one of those rare jobs for which we're not equipped, we have facilities for making inexpensive temporary dies for special jobs.



P-112

P-9

P-109  
DIEBOLD

K-7

P-15

P-13

P-8

P-106

P-2

P-87

P-33

P-110

K-91

K-114

K-113

K-68

K-67

K-63

K-44

K-59

K-62

BUTTON  
TAG-SLOT  
K-78

K-121

K-122

K-82

K-53

P-80

K-79

P-83

MOORE

P-104

K-120

P-73

K-119

P-118

P-117

P-70

K-75

K-123

K-51

K-52

P-105

COAT TAGS

P-4

P-3

ACME  
CARD  
PUNCH  
P-92

K-17

K-16

OLD PROUDFIT  
K-32

P-88

PROUDFIT  
P-31

K-18

K-37



P-19

K-99

P-89

P-40

ODI

P-43

K-61

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K-113

K-114

K-91

K-67

K-68

K-62

K-59

BUTTON  
TAG-SLOT  
K-78

P-57

K-122

K-121

K-124

-82

K-53

P-80

K-120

K-115

K-100

K-75

K-123

ORI

K-119

P-73

P-118

P-117

P-70

OLD PROUDFIT  
K-32

P-88

PROUDFIT  
P-31

K-18

K-37



## Barrett No. 1 CERCLA BINDING

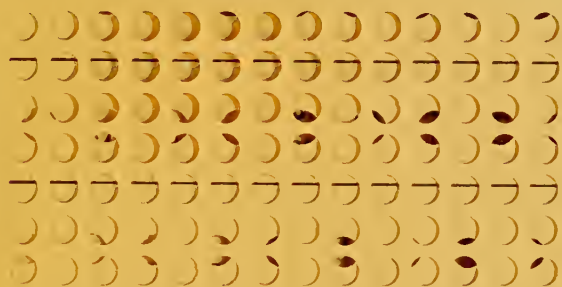
Holes measure  $\frac{1}{8}$ " x  $\frac{9}{32}$ " spaced  $\frac{5}{8}$ " center to center.

## Barrett PUNCHING FOR MECHANICAL BINDING

The Barrett Bindery Co. operates the largest and most complete Finishing and Mechanical Binding Service in the United States. We specialize in Barrett Plastic, Barrett Cercla (all metal) and Multo Ring Binding. We will be glad to handle your complete job of binding or — if your prefer — we will punch your sheets for you. Further information will be found in our Mechanical Binding Booklet No. 516. Ask for your free copy.

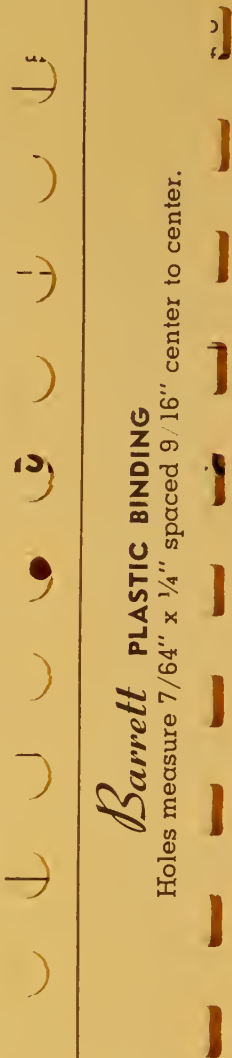
## Barrett OVER-ALL AREA PERFORATING

$\frac{5}{32}$ " (.156") diameter holes spaced 5 to the lineal inch, 25 to the square inch. This is a very large area die and can punch 108 square inches of holes at a single impression.



### MULTO-RING PUNCHING

$\frac{1}{4}$ " (.250") diameter holes spaced  $\frac{1}{2}$ " (.500") center to center.



### Barrett PLASTIC BINDING

Holes measure  $\frac{7}{64}$ " x  $\frac{1}{4}$ " spaced  $\frac{9}{16}$ " center to center.



## Barrett No. 2 CERCLA BINDING

Holes measure  $\frac{1}{8}$ " x  $\frac{9}{32}$ " spaced  $\frac{3}{4}$ " center to center.





P-12

K-11

P-85  
MAC DONALDP-36  
MILLER

P-96

P-95

P-42

P-19

K-99

P-89

P-40

P-43

K-61

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P-112

P-9

P-109  
DIEBOLD

K-7

P-15

P-13

P-106

P-8

P-2

P-87

P-33

P-110

K-44

K-63

K-113

K-114

K-91

K-59

K-62

BUTTON  
TAG-SLOT  
K-78

P-57

K-124

K-100

P-70

K-115

P-117

P-83

K-79

P-80

MOORE

K-53

K-82

K-122

K-121

K-120

P-73

P-118

P-104

P-105

K-52

K-51

COAT TAGS

K-75

K-123

ACME  
CARD  
PUNCH  
P-92

K-16

K-17

OLD PROUDFIT  
K-32

P-88

PROUDFIT  
P-31

K-18

K-37



## Barrett No. 1 CERCLA BINDING

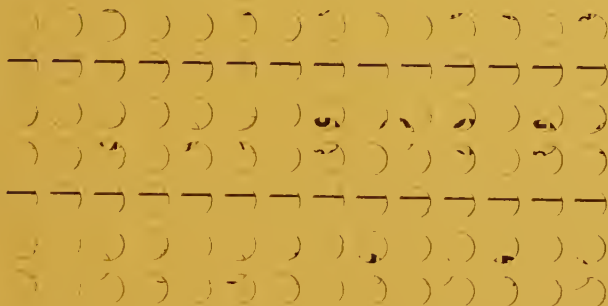
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## Barrett OVER-ALL AREA PERFORATING

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### MULTO-RING PUNCHING

$\frac{1}{4}$ " (.250") diameter holes spaced  $\frac{1}{2}$ " (.500") center to center.



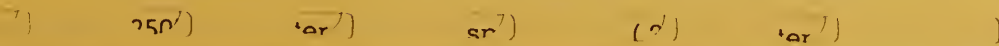
## Barrett PLASTIC BINDING

Holes measure  $\frac{7}{64}$ " x  $\frac{1}{4}$ " spaced  $\frac{9}{16}$ " center to center.



## Barrett No. 2 CERCLA BINDING

Holes measure  $\frac{1}{8}$ " x  $\frac{9}{32}$ " spaced  $\frac{3}{4}$ " center to center.





## Barrett No. 1 CERCLA BINDING

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### MULTO-RING PUNCHING

$\frac{1}{4}$ " (.250") diameter holes spaced  $\frac{1}{2}$ " (.500") center to center.



### Barrett PLASTIC BINDING

Holes measure  $\frac{7}{64}$ " x  $\frac{1}{4}$ " spaced  $\frac{9}{16}$ " center to center.



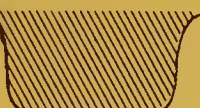
## Barrett No. 2 CERCLA BINDING

Holes measure  $\frac{1}{8}$ " x  $\frac{9}{32}$ " spaced  $\frac{3}{4}$ " center to center.



100

ching is becoming increasingly popular on Automotive and Industrial. This method can be used in either Kalamazoo or regular 3 Ring Binders.



## Standard KALAM

This printed pattern shows one of the most popular styles of Kalamazoo pure center dimensions. It is wise to secure a sample from your customer before s

[illegible]

*Barrett* **MULTIPLE PUNCHING FOR MAXIMUM  
VISIBLE RECORD**

) ) ) ) ) N L R A U O S I A ) ) ) )

PEG JAR UN NG

PL A-110-9-16-17-18-19-20

24 17 1 3 4 3 4 3 4 3 3 3 3

E) O) P) R) T) U) V)

1/3" (21) "d" (15) "e" (20) "f" (21) "g" (15") nte (20)

1/4" 250" dia. V. BLE. (EC) (D) (DE) (UN) (IN) (er) ce



## Barrett No. 1 CERCLA BINDING

Holes measure  $\frac{1}{8}$ " x  $\frac{9}{32}$ " spaced  $\frac{5}{8}$ " center to center.



*Barrett* **PLASTIC BINDING**  
Holes measure  $\frac{7}{64}$ " x  $\frac{1}{4}$ " spaced  $\frac{9}{16}$ " center to center.



**MULTO-RING PUNCHING**  
 $\frac{1}{4}$ " (.250") diameter holes spaced  $\frac{1}{2}$ " (.500") center to center.

## Barrett PUNCHING FOR MECHANICAL BINDING

The Barrett Bindery Co. operates the largest and most complete Finishing and Mechanical Binding Service in the United States. We specialize in Barrett Plastic, Barrett Cercla (all metal) and Multo Ring Binding. We will be glad to handle your complete job of binding or — if your prefer — we will punch your sheets for you. Further information will be found in our Mechanical Binding Booklet No. 516. Ask for your free copy.

## Barrett OVER-ALL AREA PERFORATING

$\frac{5}{32}$ " (.156") diameter holes spaced 5 to the lineal inch, 25 to the square inch. This is a very large area die and can punch 108 square inches of holes at a single impression.



## Barrett No. 2 CERCLA BINDING

Holes measure  $\frac{1}{8}$ " x  $\frac{9}{32}$ " spaced  $\frac{3}{4}$ " center to center.



**Combination  
and THREE RING**

**KALAMAZOO  
Punching**

This punching is becoming increasingly popular on Automotive and Industrial sheets and booklets. As the name implies, sheets or booklets punched by this method can be used in either Kalamazoo or regular 3 Ring Binders.

**Standard KALAMAZOO Punching**

This printed pattern shows one of the most popular styles of Kalamazoo punching. Remember — there are a number of different styles and center to center dimensions. It is wise to secure a sample from your customer before sending us your job for punching.

**BARRETT PIN HOLE PERFORATING**

.040" diameter holes spaced 16 to the lineal inch.



**BARRETT SLOT HOLE PERFORATING**

3/16" (.1875") long and .015" Wide spaced 9 to the inch.  
Other sizes, styles and spacings available.



*Barrett* **MULTIPLE PUNCHING FOR MACHINE BOOKKEEPING, PEG BOARD, AND  
VISIBLE RECORD SYSTEMS, etc.**

**MULTI-RECORD PUNCHING**

1/8" (.125") diameter — holes spaced 1/4" (.250") center to center.



**PEG BOARD PUNCHING**

1/4" (.250") diameter — holes spaced 1/2" (.500") center to center.



**SPECIAL ZIP PUNCHING**

3/16" (.1875") diameter — holes spaced 5/16" (.3125") center to center.



**UNDERWOOD ZIP PUNCHING**

11/64" (.1718") diameter — holes spaced 1/3" (.3333") center to center.



**ELLIOTT FISHER ZIP PUNCHING**

5/32" (.1562") diameter — holes spaced .320" center to center.



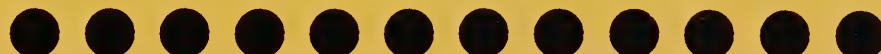
**VISIBLE RECORD PUNCHING**

7/32" (.2187") diameter — holes spaced 3/8" (.375") center to center.



**VISIBLE RECORD INDEX PUNCHING**

1/4" (.250") diameter — holes spaced 3/8" (.375") center to center.





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# *Barrett* PUNCHING — DRILLING AND PERFORATING

We want you to consider this Punching, Drilling and Perforating equipment as a part of your own plant—a department where you have a capacity of well over a million forms daily—but—and this is of equal importance—a department that is set up so that your tiny order of a few hundred special sheets receives immediate attention—(usually 1-day service) at a very low cost.

Round hole perforated poster stamps have become increasingly popular in the past year. Special fixtures built into our perforators enable us to set up to extreme accuracy with a speed that is reflected in the low cost of this operation. Other special fixtures enable us to break one or all of the lines at only a trifling extra cost.

On extremely large jobs, such as the Tuberculosis Christmas Seals, we have built (in our own machine shop) entirely special equipment to handle this perforating in a single impression—and consequently, at a fraction of the cost of the more standard methods.

★ When accuracy counts—and speed is essential—send your job to Barrett.





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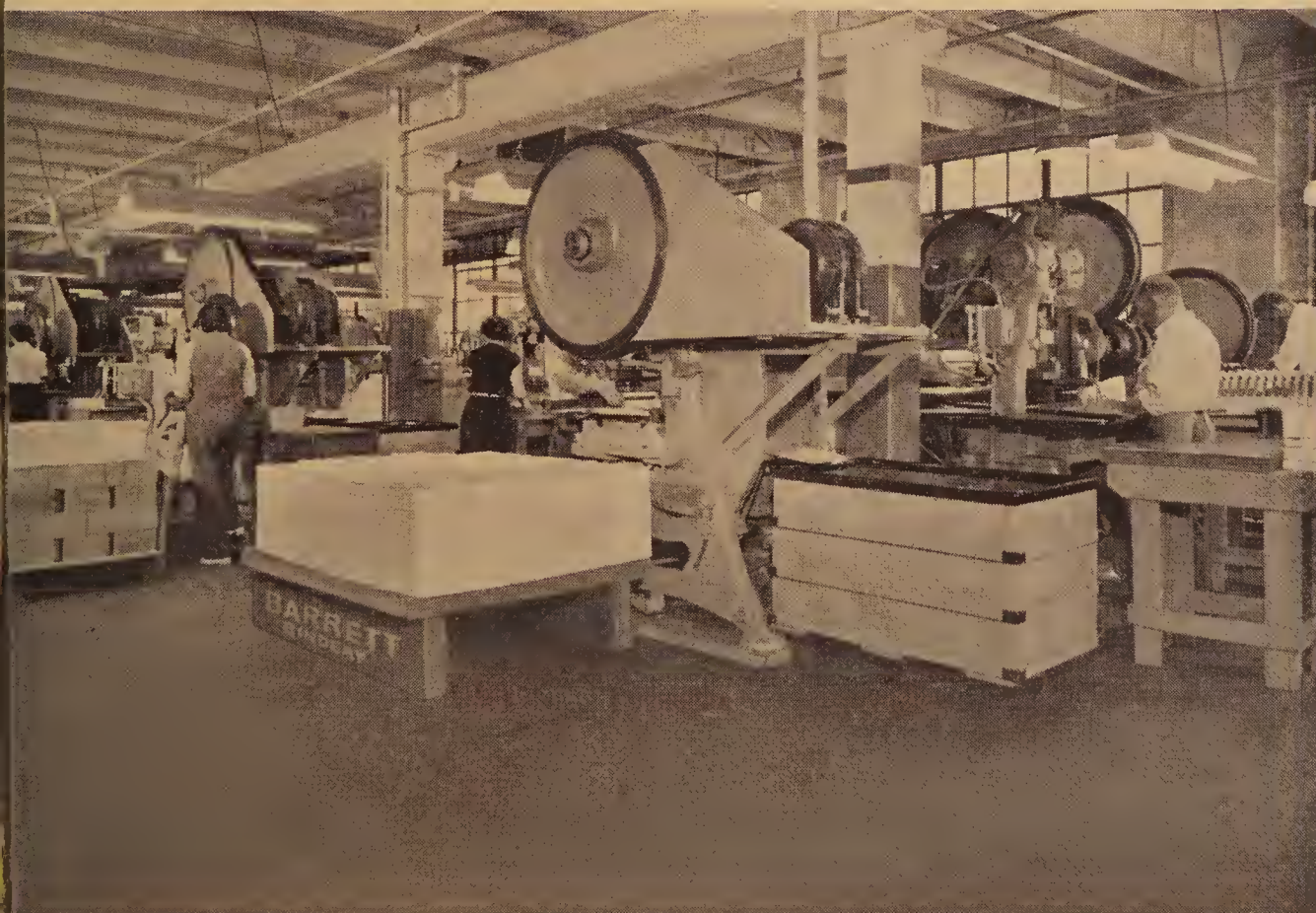
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# BARRETT EYELETTING



Dozens of machines, millions of eyelets in over  
one hundred sizes, all waiting to serve you—at  
**THE BARRETT BINDERY COMPANY**





# BARRETT

**I**N OUR capacity as finishers to the printing and lithographing trades, we regularly perform hundreds of different operations on paper, cardboard, fibre, plastics, textiles, etc. We are equipped to handle just about every operation that can be required in connection with printed material with the exception of the actual printing or lithographing—our services generally being performed for the Printer or Lithographer.

**E**YELETTING is one of these popular finishing operations of ours. We have dozens of machines for the insertion of eyelets including a number of regular automatic machines, a large battery of tag eyeletting machines and a considerable number of special machines we have developed here in our own engineering department to handle special assembly work and other more complicated eyeletting problems. We carry millions of eyelets in stock in over a hundred different sizes and styles and will be pleased to submit quotations on their insertion upon receipt of your job specifications.

**B**ARRETT eyeletting can be divided into four principal categories according to the purpose for which the eyeletting operation is to be performed. The following lists show a few of the various types of eyelet insertion and assembly work regularly handled here at The Barrett Bindery Co.





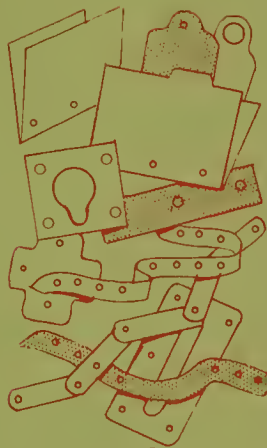
# EYELETTING

## RE-INFORCING:

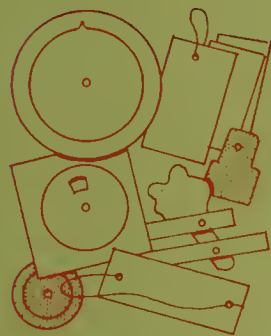


TAGS  
SIGNS  
DISPLAY CARDS  
APRONS  
BANNERS (fibre)  
BANNERS (cloth)

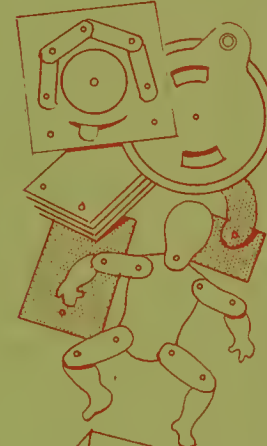
HANGERS  
FILE FOLDERS  
INDEX FOLDERS  
GASKET PRODUCTION  
HOLES IN STRAPS  
HOLES IN BELTS



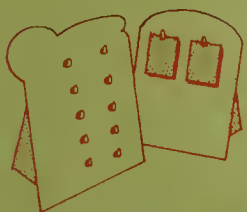
## ASSEMBLY:



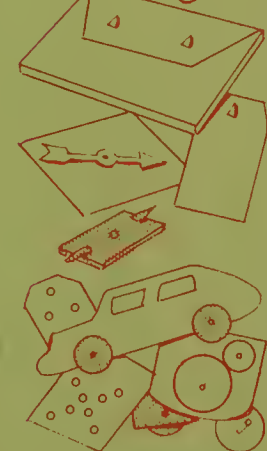
CALCULATOR DIALS    GAME PARTS  
SCORE CARDS    MECHANICAL GADGETS  
DEVICES for illustrating various  
mechanical actions  
FASTENING SETS of swatches together  
ARTICULATED or jointed figures



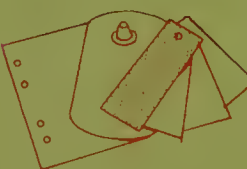
## TONGUE EYELETS:



Furnished and inserted in customers'  
material for use as hangers on  
counter cards  
CLOSURES on small folders, cartons, etc.  
INDICATORS on games and novelties  
SOLDERING LUGS on electrical devices



## MISCELLANEOUS:



DOUBLE TELESCOPING EYELETS used as knobs,  
handles, or other projections. . . . EYELETS used  
as sleeves to facilitate changing sheets in loose  
leaf binders. . . . DECORATIVE DESIGNS worked  
in eyelets. . . . EYELETS used for ventilation in  
various materials—Eyelets used as bearings.

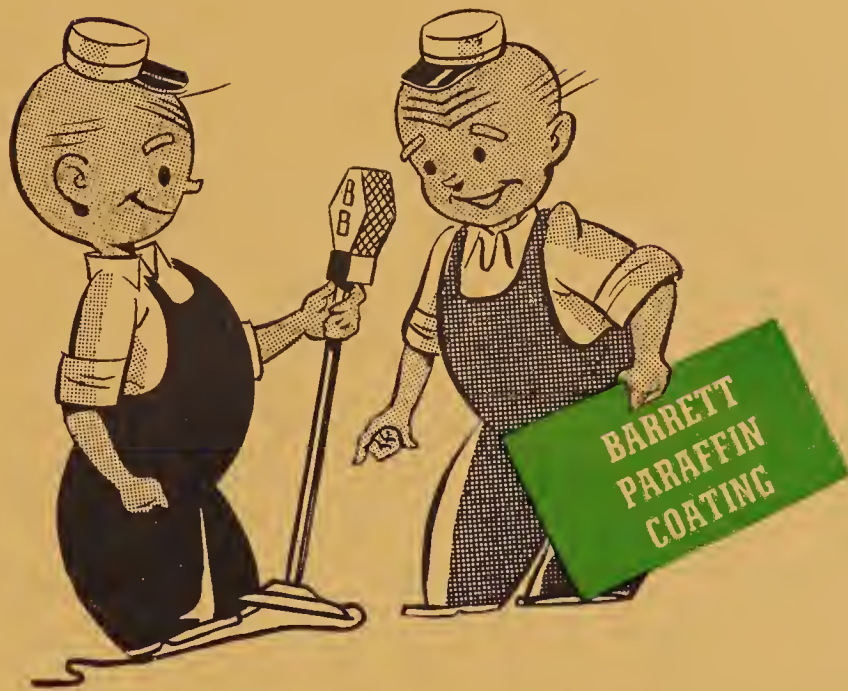
The next time you have a job requiring any sort of finishing operation—and particularly a job calling for any type of eye-letting work, drop us a line or 'phone HAYmarket 1-7309 and we will submit quotations, make suggestions and otherwise assist you in the production of the finished job.







# *Barrett* PARAFFIN COATING



## **Twenty Questions and Answers**

**About Barrett Paraffin Coating**



# Barrett PAR

**WHAT IS IT?** It's a smooth coating of clear paraffin applied to cardboard and similar materials.

**WHAT ARE ITS USES?** It's used for grease-proofing food containers, weather-proofing signs and displays, coating of gaskets and similar materials, certain types of specialized lamination and many other applications.

**WHAT KINDS OF STOCK can be coated?** Almost any cardboard, fibre or comparable sheet material. Barrett paraffin coating cannot be performed on roll stock—only on sheets.

**WHAT SIZES OF SHEETS can be coated?** We regularly coat sheets as large as 48" x 96" and on certain special jobs have been able to handle even larger stock. We also handle extremely small sheets—down to 3" x 5", if necessary.

**WHAT THICKNESSES OF STOCK can be coated?** Most cardboard must be at least .018 (4-ply) to run on our machines; maximum thickness .250 (1/4 inch).

**WHAT SHAPES OF STOCK can be coated?** We can handle irregular shapes as well as the conventional square or oblong sheets.

**WHAT ABOUT FOOD CONTAINERS?** Barrett paraffin is refined in accordance with pure food standards.

**WHAT ABOUT GRIPPER SPACE?** One of the many advantages of Barrett paraffin coating is that no gripper or guide allowance is necessary.

**WHAT ABOUT SEALING THE EDGES?** On stock up to .040 in thickness (10- or 12-ply) a rather good edge-sealing is accomplished at the same time that the surfaces of the cardboard are being coated—and consequently at no additional cost. On thicker materials or on jobs subject to extreme exposure, it is sometimes necessary to apply a special edge-coating.

**WHAT THICKNESS OF COATING can be applied?** We offer quite a selection of thin, medium or thick paraffin coating and—subject to certain limitations of the stock—can achieve more or less penetration.

**WHAT ABOUT INKS?** We've never had any trouble with any of them.

**WHAT ABOUT COLORS?** Barrett paraffin coating generally enhances the brilliance of colors.

**WHAT DOES IT COST?** Barrett paraffin coating is a comparatively inexpensive process. Quotations will be submitted promptly upon receipt of specifications.



# PARAFFIN COATING

**WHAT QUANTITIES can be run?** Any amount of sheets—from one to millions. A moderate charge applies to quantities up to 500 sheets.

**WHAT ABOUT COATING 2 SIDES?** Either one or both sides of the stock can be coated. When jobs are coated 1 side only, it is sometimes recommended that we reverse the sheets in order to keep the uncoated surfaces from contacting the paraffin.

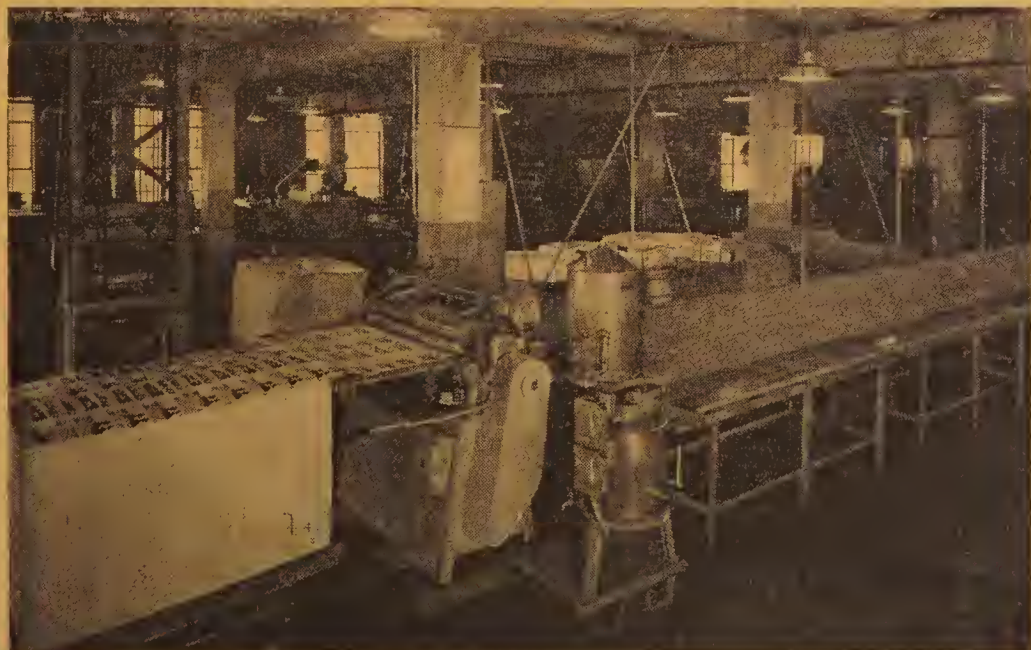
**WHAT IS THE MELTING POINT?** Barrett's standard pure food paraffin starts to melt at 136°. Other types of paraffin with both higher and lower melting points are available for special jobs.

**WHAT ABOUT SERVICE?** Most jobs are generally run within a few days' time—less than this when special service is required.

**WHAT ABOUT SAMPLES?** We'll be glad to coat some for you. Just send your stock and your specifications.

**WHAT ABOUT SUBSEQUENT OPERATIONS?** We are equipped to die cut—eyelet—perforate—or perform most of our hundreds of different finishing operations on your stock before or after it has been paraffin coated.

**WHAT ARE THE LIMITATIONS of paraffin coating?** Barrett paraffin coating should not be considered as a substitute for spirit varnishing of indoor displays. Being somewhat softer than varnish, it cannot be as readily cleaned. It is recommended for most other applications, however.









# Barrett

# EASELS

*The Barrett Bindery Co.*  
SINCE 1867

Finishers to the Printing and Lithographing Trade  
1330 W. MONROE STREET • CHICAGO, ILLINOIS  
Telephone HAYmarket 7309

TO THE ONE  
INTERESTED  
IN EASELS

SUBJECT: Easels

Gentlemen:

You have a very large supply of Barrett Sturdee Easels - waiting to serve you here in the Stock Rooms of your Finishing Department - The Barrett Bindery Company.

We normally carry several hundred thousand of each size and style - both single wing and double wing. Easel orders are filled and shipped within 24 hours after their receipt.

Barrett Sturdee Easels range from 4" to 36" in height and can be had in double wing and single wing construction. When necessary we can generally supply either left hand or right hand single wing easels.

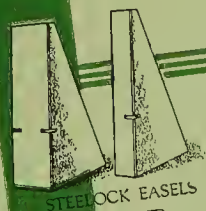
Do you need any samples? If so, just let us know what size and style and we will be glad to send them to you.

Thank you.

THE BARRETT BINDERY COMPANY  
Since 1867

*Your Finishing Dept*

P. S. If you do your own easel attaching be sure to try our cold prepared easel glue.



STEEPLECK EASELS



STURDEE EASELS



ECONOMY EASELS



GUMMED SEALS



DIE CUTTING



ASK FOR YOUR FREE COPY OF THE LATEST ISSUE



# Barrett

## Conventions

The Barrett Sturdee Easel is an improvement on the old Sturdee Easel, having been re-designed for ease of operation, and for convenience of use. For example, the 4-inch size leans at an angle of 45 degrees, the taller the card, the more upright the easel it is to be attached. On extra wide cards

### CONSTRUCTION:

The cardboard stock from which Barrett Sturdee Easels are manufactured is made especially for this purpose, and consequently, is always uniform in its high quality and strength. Sizes 4" to 12" inclusive are unlined. A special double jute lined test board is used on sizes 15" to 36".

### PACKING:

Barrett Sturdee Easels in sizes 4" to 12" inclusive are packed in specially constructed shipping cartons, holding just 1000. They are reversed in lifts of 25 for easy counting in your bindery. You'll find this very convenient—particularly if your attaching is done on a piece work basis. The larger sizes are packed in bulk depending upon the quantity and weight of the order.

### SPECIFICATIONS:

#### SINGLE WING EASELS

Height In Inches	Shipping Weight per Carton of 1000 Easels	Telegraphic Code
4 inch	8 pounds	EBACK
6 inch	14 pounds	ECEDA
8 inch	23 pounds	EDIFS
10 inch	31 pounds	EFOGE
12 inch	44 pounds	EGUHT
15 inch	120 pounds	JABER
18 inch	145 pounds	JECIS
21 inch	196 pounds	JIDOT
24 inch	214 pounds	JOFUN
28 inch	264 pounds	JUGYB
32 inch	309 pounds	JYHAC
36 inch	328 pounds	JAACO

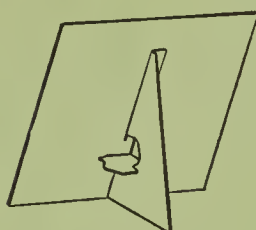
#### DOUBLE WING EASELS

4 inch	15 pounds	EHLAR
6 inch	27 pounds	EKMEP
8 inch	42 pounds	ELNIQ
10 inch	62 pounds	EMQOB
12 inch	88 pounds	EPTUM
15 inch	242 pounds	JEEDU
18 inch	281 pounds	JOOMY
21 inch	348 pounds	JUUGA
24 inch	410 pounds	JAKID
28 inch	547 pounds	JELOF
32 inch	558 pounds	JIMUG
36 inch	636 pounds	JOQYK

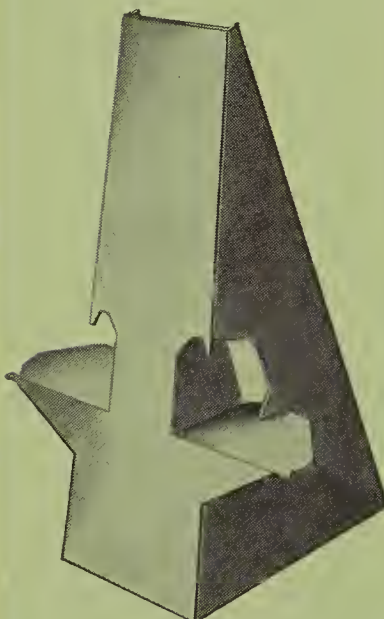
Telephone HAYmarket 1-7309  
SIX TRUNK LINES



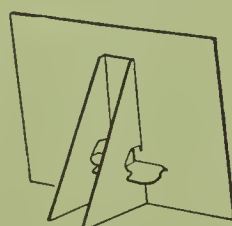
SINGLE WING



Single Wing



DOUBLE WING



Double Wing



# STURDEE EASELS

## Construction • Easy Operating Locking Tab

ement over the old-fashioned die cut locking tab construction in that the lock has the angle of inclination has been figured down to tenths of a degree on each size. gle of 75°, the 10-inch at 76.3° and the 36-inch at 85°, the principle being that the The height of an easel should be approximately  $\frac{3}{4}$  the height of the card to which is sometimes desirable to attach two single wing easels.

### NET PRICES PER THOUSAND—F.O.B. SHIPPING POINT

SINGLE WING EASELS							
Size	Less Than 500	500 to 999	1,000 to 2,499	2,500 to 4,999	5,000 to 9,999	10,000 to 24,999	25,000 and Over
4"	5.75	5.20	4.65	4.00	3.65	3.25	2.90
6"	6.65	6.45	5.70	5.00	4.45	4.00	3.55
8"	9.40	8.45	7.50	6.55	5.90	5.25	4.70
10"	14.00	12.65	11.20	9.80	8.75	7.90	7.00
12"	18.75	16.90	15.00	13.15	11.75	10.55	9.40
15"	43.30	39.00	34.70	30.30	27.05	24.35	21.65
18"	56.40	51.65	45.90	40.20	35.90	32.25	28.70
21"	82.40	74.15	65.90	57.70	51.50	46.40	41.20
24"	86.25	77.60	68.95	60.40	53.90	48.50	43.10
28"	115.65	104.05	92.55	80.95	72.30	65.05	57.80
32"	122.95	110.65	98.35	86.05	76.85	69.15	61.50
36"	140.00	126.00	112.00	98.00	87.55	78.75	70.00
DOUBLE WING EASELS							
Size	Less Than 500	500 to 999	1,000 to 2,499	2,500 to 4,999	5,000 to 9,999	10,000 to 24,999	25,000 and Over
4"	11.25	10.15	9.00	7.90	7.05	6.30	5.65
6"	12.90	11.15	10.30	9.00	8.05	7.25	6.45
8"	18.10	16.30	14.50	12.70	11.30	10.20	9.05
10"	27.40	24.65	21.90	19.20	17.15	15.40	13.70
12"	36.65	32.95	29.30	25.65	22.90	20.65	18.30
15"	83.90	75.50	67.10	58.75	52.45	47.15	41.95
18"	107.15	96.45	85.75	75.00	66.95	60.30	53.60
21"	143.90	129.50	115.10	100.75	89.95	80.90	71.95
24"	166.00	146.90	132.80	116.20	103.75	93.40	83.00
28"	203.90	183.50	163.10	142.75	127.45	114.65	100.95
32"	231.50	208.35	185.25	162.05	144.70	130.25	115.75
36"	247.10	222.45	197.70	173.00	154.45	139.00	123.55

### BARRETT GLUE—For Attaching Easels

1 quart can, each.....\$1.05      1 gallon can, each.....\$3.45

Note: one quart of glue will attach 3,000 average size (10" single wing) easels.

1330 West Monroe Street  
CHICAGO 7, U. S. A.







# Barrett

# GUMMED SEALS

*The Barrett Bindery Co.*  
SINCE 1867

Finishers to the Printing and Lithographing Trade  
1330 W. MONROE STREET • CHICAGO, ILLINOIS  
Telephone HAYmarket 7309

To the one  
interested in  
Gummed Seals.

SUBJECT: Gummed Seals packed  
in self dispensing cartons.

Gentlemen:

You effect two distinct economies when you use  
Barrett Gummed Seals on your circulars, mailing  
pieces, packages or displays.

First, the price is moderate -- particularly if  
you use the popular priced "Craftsman" quality.  
Our production is sufficient to warrant Mill runs  
of several hundred reams of stock at a time -- and  
that's the best way we know of to get the finest  
quality of stock at the lowest cost.

Second, your labor cost on attaching is reduced,  
not only because Barrett Gummed Seals are made  
of special processed non-blocking stock, but  
also they come to you packed 1000 to a self  
dispensing carton.

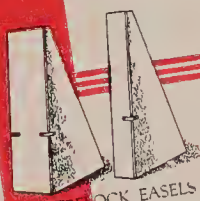
Some of our customers have told us that their  
savings in labor when using Barrett Gummed Seals  
amount to considerably more than the cost of the  
seals! As one superintendent remarked "its like  
getting the seals free of cost".

Yours very truly,

THE BARRETT BINDERY CO.  
Since 1867

*Your Satisfying Dept*

EHW/em



STEEPLECK EASELS



STURDEE EASELS



ECONOMY EASELS



GUMMED SEALS

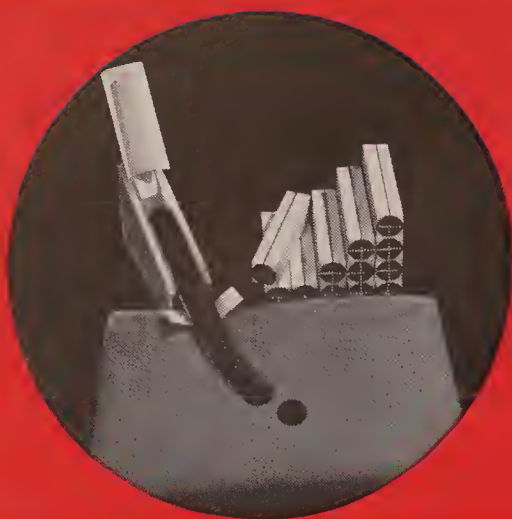


DIE CUTTING



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## *Barrett* GUMMED SEALS

Packed in Self Dispensing Cartons of 1000

### **BARRETT CRAFTSMAN SEALS**—Prices in List No. 1

Developed for use where a strong, easy handling seal is required at a price lower than that of Barrett Higrade Seals. The kraft base stock is not glazed as in Higrade Seals but has an attractive "bond paper" finish. The colors are waterproof and the seals are processed to prevent blocking and curling. They will adhere to any ordinary surface including plain cellophane.

### **BARRETT HIGRADE SEALS**—Prices in Lists No. 2, 3 and 4

Barrett Higrade Seals are made of a specially prepared paper which has been developed over a period of years. The surface is highly finished and the colors are waterproof. The seals are processed to prevent blocking and curling and will adhere to any ordinary surface including plain cellophane. No better seal can be made than the Barrett Higrade.

### **BARRETT METALLIC GUMMED SEALS**—Prices in List No. 5

The newly developed metal foils with gummed paper back offer an ideal material for gummed seals of the better type and for the better job. They are made in any sizes or styles shown in the chart on next two pages and at the prices shown. Numbers 518, 511, and 529 are popular shapes for notarial seals.

### **BARRETT SPECIAL SEALS**—Prices on Request

Although Barrett Higrade and Craftsman Seals are made in the variety of colors listed and shown, it is sometimes necessary to furnish seals in colors other than these standards. Close color matches are generally possible even in comparatively small quantities. However, such gummed paper must be taken from the regular stocks of our several mill connections, consequently it is not prepared according to our special Higrade or Craftsman specifications. While seals made from such paper will handle well, they do not have the improved qualities of Barrett Higrade or Craftsman Seals.

**PACKING:** All Barrett Gummed Seals are packed in folding cartons of 1000 each specially designed so the seals automatically "fan out" ready for attaching as soon as the carton is opened.

**NOTE:** In addition to popular size circles shown, we can furnish all sizes up to 20 inch diameter.

### **GUMMED SEALS OR STAMPS FOR WINDOW POSTERS**

Any of the above gummed seals can be furnished specially packed in small envelopes for use with window posters at small additional charge. If perforated stamps are preferred special prices will be quoted for any size, quantity and combination upon request.

### **DIE CUTTING OF PRINTED LABELS**

Barrett Gummed Seals are not printed. When printed seals are required we will furnish the stock to you in sheet form (or you can furnish your own gummed paper) and after you have printed it we will die cut it, using any of our standard dies. Prices for such work must be figured specially.

Telephone HAYmarket 1-7309

SIX TRUNK LINES



# Barrett GUMMED SEALS

List Prices  
Discounts for Quantity

See  
Chart  
ON NEXT  
TWO PAGES

## LIST PRICE, PER THOUSAND

• Circle Size or Die Shape Number	CRAFTS- MAN	HIGRADE			METAL- LIC
	Red Orange Yellow Kraft Lt. Blue Green Black White	Red Orange Blue Glassine Gray	Dk. Green Lt. Green Silver	Green Glazed Gold	Dull Gold Br. Silver Br. Gold
	List No. 1	List No. 2	List No. 3	List No. 4	List No. 5
• CIRCLES—Less than $\frac{5}{8}$ " diameter. DIE SHAPES—Nos. 514, 539, 273, 535, 928.....	.45	.68	.90	1.05	1.93
• CIRCLES— $\frac{5}{8}$ " and over. DIE SHAPES—Nos. 551, 523, 2072, 774.....	.30	.45	.60	.68	1.44
• CIRCLES—1" DIE SHAPES—Nos. 504, 524, 139.....	.38	.60	.68	.83	1.56
• CIRCLES—1 $\frac{1}{8}$ " DIE SHAPES—Nos. 99, 215, 261, 453, 671, 700, 813, 960..	.45	.68	.83	.98	1.80
• CIRCLES—1 $\frac{1}{4}$ " DIE SHAPES—Nos. 505, 507, 673, 1650, 1941, 218, 1574..	.53	.75	.98	1.20	2.28
• CIRCLES—1 $\frac{3}{8}$ " DIE SHAPES—Nos. 508, 510, 1990, 1815, 564, 2130, 272..	.60	.90	1.13	1.35	2.75
• CIRCLES—1 $\frac{1}{2}$ " DIE SHAPES—Nos. 501, 1938, 496, 460.....	.68	1.05	1.35	1.58	3.13
• CIRCLES—1 $\frac{3}{4}$ " DIE SHAPES—Nos. 518, 519, 499, 560, 117.....	.90	1.35	1.73	2.10	3.96
• CIRCLES—2" DIE SHAPES—Nos. 511, 517.....	1.20	1.88	2.25	2.60	5.53
• CIRCLES—2 $\frac{1}{4}$ " DIE SHAPES—Nos. 152, 472.....	1.65	2.55	2.93	3.30	7.08
DIE SHAPES—Nos. 780, 502, 520, 522, 599.....	2.25	3.30	3.68	4.05	8.75
DIE SHAPES—Nos. 512, 513.....	3.00	4.05	4.43	4.80	11.40

Specify carefully whether Higrade, Craftsman, Glassine or Special seals are wanted. Unless otherwise specified Barrett Higrade Seals will be furnished.

### DISCOUNTS

on quantities of 10,000 or more  
and extra percentages on quan-  
tities of less than 5000.

Quantities of less than 1,000.....	ADD 100%
Quantities of 1,000 to 2,499.....	ADD 75%
Quantities of 2,500 to 4,999.....	ADD 50%
Quantities of 5,000 to 9,999.....	ADD 20%
Quantities of 10,000 to 24,999.....	Net List
Quantities of 25,000 to 49,999.....	Less 20%
Quantities of 50,000 to 99,999.....	Less 30%
Quantities of 100,000 to 249,000.....	Less 40%
Quantities of 250,000 to 499,000.....	Less 40—10%
Quantities of 500,000 to 999,000.....	Less 50%
Quantities of 1,000,000 and over.....	Less 50—10%

### Barrett Moistening Pad for Attaching Gummed Seals

The Barrett Moistening Pad provides an even distribution of moisture on gummed seals. The proper use of the pad increases the speed of attaching seals and assures firm adhesion. Size 8 x 12 inches.

Barrett Moistening Pad..... each \$ 2.00 Net  
Barrett Moistening Pad..... 6 for 10.00 Net

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## *Barrett* GUMMED SEALS

Packed in Self Dispensing Cartons of 1000

### **BARRETT CRAFTSMAN SEALS**—Prices in List No. 1

Developed for use where a strong, easy handling seal is required at a price lower than that of Barrett Higrade Seals. The kraft base stock is not glazed as in Higrade Seals but has an attractive "bond paper" finish. The colors are waterproof and the seals are processed to prevent blocking and curling. They will adhere to any ordinary surface including plain cellophane.

### **BARRETT HIGRADE SEALS**—Prices in Lists No. 2, 3 and 4

Barrett Higrade Seals are made of a specially prepared paper which has been developed over a period of years. The surface is highly finished and the colors are waterproof. The seals are processed to prevent blocking and curling and will adhere to any ordinary surface including plain cellophane. No better seal can be made than the Barrett Higrade.

### **BARRETT METALLIC GUMMED SEALS**—Prices in List No. 5

The newly developed metal foils with gummed paper back offer an ideal material for gummed seals of the better type and for the better job. They are made in any sizes or styles shown in the chart on next two pages and at the prices shown. Numbers 518, 511, and 529 are popular shapes for notarial seals.

### **BARRETT SPECIAL SEALS**—Prices on Request

Although Barrett Higrade and Craftsman Seals are made in the variety of colors listed and shown, it is sometimes necessary to furnish seals in colors other than these standards. Close color matches are generally possible even in comparatively small quantities. However, such gummed paper must be taken from the regular stocks of our several mill connections, consequently it is not prepared according to our special Higrade or Craftsman specifications. While seals made from such paper will handle well, they do not have the improved qualities of Barrett Higrade or Craftsman Seals.

**PACKING:** All Barrett Gummed Seals are packed in folding cartons of 1000 each specially designed so the seals automatically "fan out" ready for attaching as soon as the carton is opened.

**NOTE:** In addition to popular size circles shown, we can furnish all sizes up to 20 inch diameter.

### **GUMMED SEALS OR STAMPS FOR WINDOW POSTERS**

Any of the above gummed seals can be furnished specially packed in small envelopes for use with window posters at small additional charge. If perforated stamps are preferred special prices will be quoted for any size, quantity and combination upon request.

### **DIE CUTTING OF PRINTED LABELS**

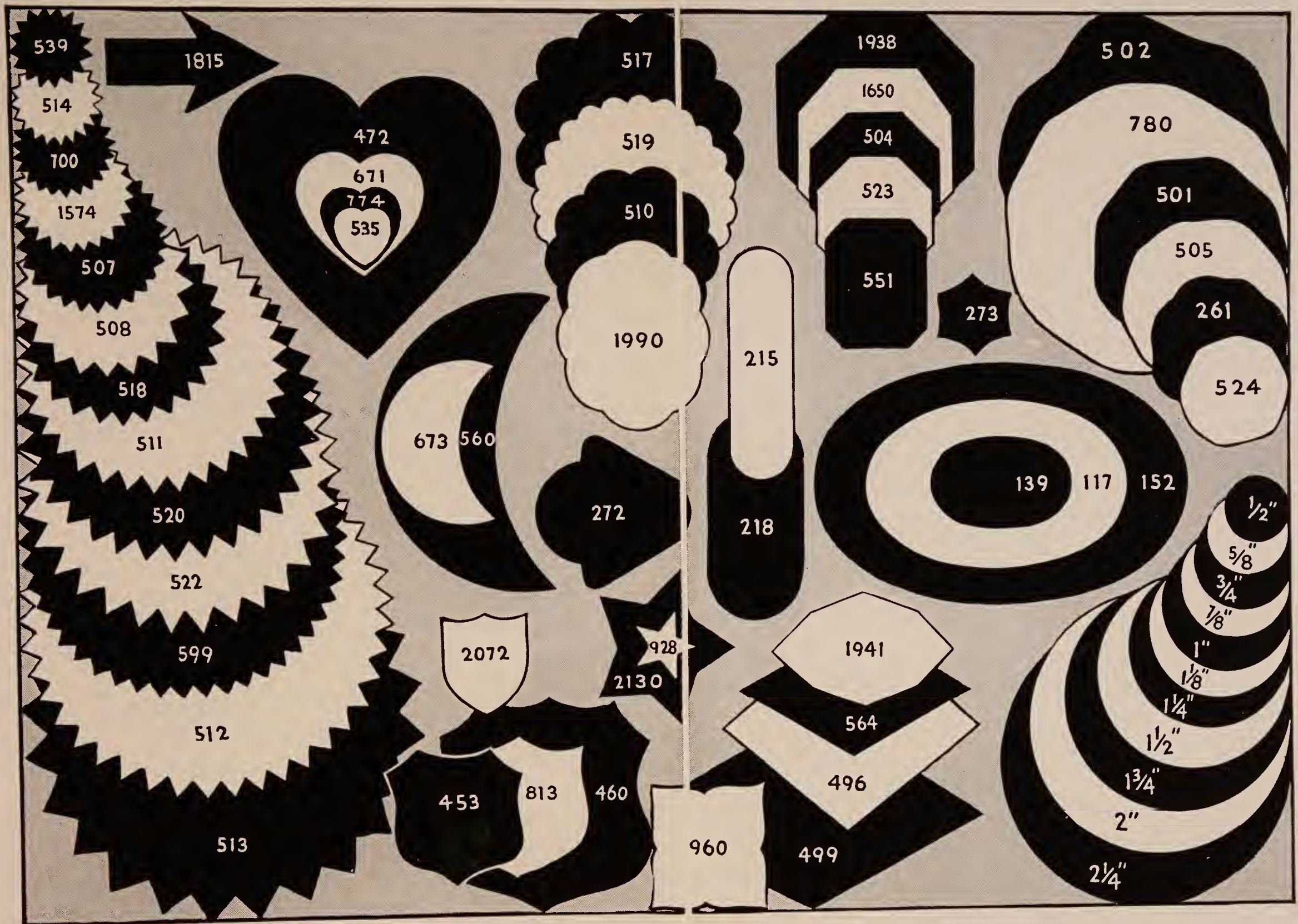
Barrett Gummed Seals are not printed. When printed seals are required we will furnish the stock to you in sheet form (or you can furnish your own gummed paper) and after you have printed it we will die cut it, using any of our standard dies. Prices for such work must be figured specially.

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# Barrett GUMMED SEAL CHART

Prices and Data on Next Page



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1330 West Monroe Street  
CHICAGO, 7, U.S.A.































